

# Customer Service Cards

# FACTSHEET

Establish fundamental principles for building better relations with external and internal customers.

-  **30-50 minutes + debrief**
-  **3-18** (up to 3 teams of 3-6 per team)
-  **For staff at any level**
-  **No computer required**
-  **250** ex VAT



## Learning objectives

- the importance of a consistent good service, every day, every customer
- to fulfill your organisation's mission statement
- to use appropriate language and communication styles
- to deal with "problems" immediately and never to argue
- to put themselves in the customer's shoes
- to exceed customer expectations wherever possible
- to know your best customers
- to appreciate the value of 'internal' customers

## About the activity

Establishes fundamental customer service principles that are applicable to any organisations.

Whether your customers are buyers, clients, patients or other service users they are fundamental to the success of your organisation. It pays to go that extra mile to deliver a service they applaud and of which you can be justifiably proud.

This simple-to-use pack asks questions of your own performance, looks at your organisation's approach to customers and guarantees lots of worthwhile discussion around a range of customer service issues. Participants, in small teams, work through the set of 30 cards discussing the issues, sharing views and reaching conclusions. You'll clear up misconceptions about customer service, face actual examples of customer service in action, evaluate your own skills, test your knowledge about your organisation's policies and procedures, and develop basic ground rules. Do you know your top customers or clients? How do you treat 'internal' customers?

Finally Action Plans form the vehicle for taking easy-to-implement lessons back to work to boost your confidence, motivate you - and win customers.

## Pack contents

- Trainer's Notes
- Sets of 30 Cards
- Handout - Key Points
- Handout - S/Term Action Plan
- Handout - L/Term Action Plan

## Ideally suited to

Taking a quick reality check on participants levels of customer service. What is the current state of affairs and how might they improve?

# Customer Service Cards

## Customer reviews

” I have just finished running the Customer Service Cards activity this afternoon. We got lots from it - a *very good purchase*.  
**Gary Holmes, Commercial Sales Manager, MP Skills**

” The Customer Service Cards generated *good debate* - and plenty of *discussion* in the debrief. Even if some cards were not directly relevant, the team still found it *useful* to discuss the card content.  
**Anon, Training Consultant**



## Trainer's role (full guidance supplied in Trainer's notes)

- Divide participants into teams and briefly introduce the activity and explain how the game works .
- Issue each team with a set of the 30 unique cards. Teams place the set face down on the table. The top card is turned over and read aloud to the team - and then discussed. One member of the team notes key points arising from the discussion. This role can circulate - bullet points only.
- Observe teams at work. Note any interesting points that arise, major areas of disagreement etc.
- Lead a Debrief on the key learning points (see Trainer's Notes for guidance) making the point that customer service is a long-term commitment that requires constant attention and review.
- Issue the Key Points handout and ask teams to draw up plans to improve their approach to customer service.
- Forms to making short- and long-term Action Plans are provided.

## Northgate says...

There's no room for complacency when it comes to good customer service. Policies and personnel require constant review and revision. What do we do well? What do we get wrong? How can we improve?

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### Northgate customers

