

In-house training brought to you ... high quality, flexible, cost effective

Working at the Sharp End

Creating an Excellent Customer Care culture in your organisation

Led by our exceptional presenter, Anne Castle, this interactive and accredited training event is specifically designed for receptionists and administrative staff. Front line staff are the face of your organisation, and their crucial role has the potential to determine success or failure. With competition and expectations now higher than ever, it's imperative to ensure that customer experience is outstanding from the outset.

This one day course will provide detailed guidance on:

- Building good relationships with clients, visitors and staff - exceeding expectations
- Working under pressure - techniques that work
- Dealing effectively with aggression and conflict
- What to do when things go wrong - taking control
- Common mistakes and how to avoid them
- Tried and tested strategies for encouraging positive behaviour



*Enlightening in many areas - thank you.
Anne delivered the training professionally but
made it extremely interesting and fun.*



Please see the full In-house programme overleaf

Course Presenter: Anne Castle

Anne qualified as a teacher before moving into the commercial world. She became Human Resources and Training Development Manager for the Debenhams department store group at their head office in Welbeck Street, London.

Anne then set up her own independent training consultancy, covering all aspects of interpersonal skills, management and personal development. Since then, she has gained an excellent nationally renowned reputation for delivering relevant, informative and effective training for both the public and private sectors. Her clients include Marks and Spencer, the BBC and Boots, Neath Port Talbot Council and Somerset County Council, CAB, mental health charities, Thames Valley Chamber of Trade, South West Regional Assembly, Land Rover cars, Sun Life of Canada, BDPMA (British Dental Practice Managers Association) numerous schools, colleges and universities and GP Practices.

Anne's training style is informal, participative and engaging. She has worked with numerous public sector agencies, as well as local authorities, invariably receiving outstanding feedback.



This professional training course is supported by a comprehensive manual written specifically for the event. The manual contains all materials used throughout the day, reducing the need for extensive note taking. All in-house participants will be provided with a manual and individual certificate of attendance.

9.30 - 10.00	Registration and refreshments
10.00 - 10.30	<p>Providing excellent Customer Service in your organisation</p> <ul style="list-style-type: none"> • The essential contribution of support staff in providing outstanding customer service • 'First Impressions' you only get one chance • Understanding the complexities of the role: <ul style="list-style-type: none"> ◦ working under pressure ◦ creating an appropriate ethos and environment ◦ supporting clients/ customers and colleagues ◦ dealing with angry clients/ customers and colleagues ◦ managing expectations ◦ developing good working relationships with colleagues
10.30 - 11.00	<p>Understanding why people behave as they do</p> <ul style="list-style-type: none"> • Different strategies for different people • Setting clear expectations • Common mistakes and how to avoid them • Exploring inappropriate behaviour and reactions
11.00 - 11.30	<p>Effective communication strategies – practical activities</p> <ul style="list-style-type: none"> • How do others see you – projecting the right image <ul style="list-style-type: none"> ◦ body language ◦ voice and tone ◦ delivering excellent customer service • Developing your skills <ul style="list-style-type: none"> ◦ assertive communication techniques that work ◦ taking responsibility for the outcome of your interactions ◦ how to develop effective empathic listening ◦ essential tips for 'face-to-face' and telephone communications
11.30 - 11.45	Mid-morning refreshments
11.45 - 12.30	<p>Promoting positive behaviour - practical activities and examples</p> <ul style="list-style-type: none"> • Behaviour breeds behaviour so concentrate on the positive - typical scenarios • Strategies for gaining respect and confidence – the essential do's and don'ts • Alternative ways of handling situations • Understanding escalators and using de-escalators
12.30 - 1.15	Lunch
1.15 - 2.15	<p>Dealing effectively with aggression and conflict</p> <ul style="list-style-type: none"> • Dealing professionally with potentially confrontational situations and emergencies • When and how to intervene
2.15 - 3.15	<p>What to do when things go wrong – taking control</p> <ul style="list-style-type: none"> • Taking control of the situation • Responsibilities following an incident • Understanding how best to protect customers/ clients and yourself
3.15 - 3.30	Action Plan and course close

This course is can be delivered to a max of 35 participants (for quality purposes)

Please contact Emma for a quote on emma@rta-training.co.uk or feel free to contact the office directly on 01823 413313