



Assess, Address, Achieve!

Customer Care Training

Our customers are far more real than what they were a few decades ago. They don't really care how well crafted our marketing message is – they want to know that they are looked after and if they are not, they talk about it. Customers frequent Youtube, Twitter and Facebook and believe you me, this is where your customers can make or break you.

[Customer Care Training](#) or Client Care Training is exactly that. It teaches us how to really care for our clients in a way that ensures that they do not go to our competitors for their goods, services and/or solutions.

Today's information highways have made knowledge so much more available and as a result we have to fight harder to retain our client base. Not only that, but our clients have been largely affected by the global financial markets and the result of this is that clients want maximum service and delivery at minimum price.

The companies that are making it through these rough times are those that have focussed on [customer care](#) and have each and every staff member fully trained and aware of the importance of the client to their organisation.

So often soft skills are considered a "nice to have" and in cash strapped times we tend to cut on [soft skills training](#), such as [client care](#), but this is the exact opposite of what we should be doing. Right now, customer care training can benefit your business by lowering your advertising needs (it is cheaper to bring your clients back by retention than looking for new ones). Training your staff to look after your clients also means that your clients are more open to the "upsell"

It has been proven over and over again that the companies that make good money are those that bend over backwards to help and assist all reasonable clients and they bend over backwards to help and educate the unreasonable ones.

[Customer Care Training](#) has the ability to impact directly and immediately on your bottom line. So whom then do you train?

We would recommend that you begin with the whole company! Yes you say, simply because you are a [training company](#) and want the revenue! Our reply is also simple. Definitely! But what we can tell you is that apart from the revenue for us, our reasoning is solid.

Any transaction performed by a client with a supplier almost invariably involves a number of employees. Let me give you an example of exactly how many people are actually involved in the simple process of a young lady purchasing margarine for example from a corner superette.

Firstly the buyer needs to be customer centric and have a good idea of what the clients like and are able to afford because if not, the stock levels will be incorrect.



Secondly, the creditors clerk will have to be on the ball and make sure suppliers are paid to ensure that deliveries by those suppliers can be done at the times requested, ensuring availability of stock for the young lady who wishes to buy margarine.

Thirdly the merchandiser should make the margarine accessible according to height of fridges and width of aisle, because if he doesn't, that margarine does not go into the client's basket.

Let's assume that this is exactly where something went wrong from a client care perspective and the client then complains to the manager who simply does nothing about it and the problem reoccurs next time...

Alternatively let's assume that all [client care](#) is at the right level and the manager sorts out the problem with the merchandiser who makes the margarine available for the client who then goes off to the teller and the teller shows little interest in the sale...well need I say more?

The fact is that your entire company needs to understand that each colleague and each client are clients and that each of those have the ability to make or break, not only the company but their very own livelihood!

Now wouldn't you prefer that your staff hear that from us, rather than from your clients?

