

10 Steps to Customer Service Excellence

with *George Pickering*

Thursday 18th February 2010, 219 St John Street, London, EC1V 4LY

Introduction

We all know it's important to get close to the customer and find out what they want, but how do you ensure that you deliver excellent customer service?

Session Outline

This participatory workshop will include 10 practical steps you can take to improve the way you treat your customers and hence to improve customer satisfaction. The workshop will include: Obtaining feedback from clients, creating a customer service strategy, training service staff, handling complaints, enhancing your moments of truth and devising service standards.

Timetable

Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00
<i>Lunch and refreshments provided</i>	

Trainer Profile

George Pickering is a well-known educational coach, trainer and consultant. In addition to being the lead tutor on the English UK DELTM course, George is also a tutor on the International Diploma in Language Teaching Management (IDLTM) run in Barcelona. He is an inspector of language schools for the Accreditation UK scheme and is also the director of Bell's Teacher Campus at Homerton College, Cambridge. George coordinates the IATEFL ELT Management SIG. He holds a PGCE, an MA in Second Language Learning and Teaching and diplomas in management, coaching and counseling.

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