

## How customer focused are your employees?

68% of customer defections come about as a direct result of them feeling poorly treated. When you consider that it costs five times more to acquire new customers than it does to retain existing ones, the value of delivering high levels of customer service soon become apparent (source:TARP).

Focusing on your internal and external customer's needs to deliver exceptional levels of customer service is a key differentiator and will create a strong competitive advantage for your organisation. DeltaNet has developed a blended Customer Focus programme to help you maintain high levels of customer service across your organisation.

The programme is structured as follows:

Three e-learning modules provide 90 minutes of high quality, media rich learning:

### What is Customer Focus?

Covering internal and external customers, this highly interactive module explains why customer focus training is important to the learner as an individual and to your organisation, and describes your organisation's principles and strategies towards your customers.

**“Working with DeltaNet was a very professional experience. The team was dedicated, responsive to requests and very helpful in guiding us through the process offering support all the way”**

**Mervyn Patterson, Trafford MBC**

### Effective Communication

The learner is taken through a journey of video and picture scenarios and highly interactive tasks so that they can identify why the first impression is so important and how to communicate effectively with customers. Self discovery tools cover areas such as active and passive listening skills, voice and body language, assertive, aggressive and passive behaviours and how to go that extra mile for your customers.

### Responding to Customer Needs

Learning from previous modules is consolidated in this highly interactive and media rich module, and combined with the introduction of further skills such as; the questioning funnel, respecting diversity and understanding accessibility, understanding how rapport can be built and what benefit this can have to customers, and how to use all of these skills to truly understand what your customer's needs and wants are and what services you can offer.

On completion of the e-learning modules, the learner undertakes an online skills diagnostics tool. After answering a set of scenario based questions the learner and/or tutor is presented with qualitative feedback on how they can further improve their skills.

Finally the learner attends a highly interactive and engaging half day Customer Focus workshop, which builds on the e-learning modules and takes the learner's knowledge and experience to the next level. The outputs of the skills diagnostics tool are used by the facilitator to tailor the sessions to meet the specific needs of the group.

To find out more about the course and request a full guest account please contact us:



01509 611019



enquiries@delta-net.co.uk



www.delta-net.co.uk



scan the QR code using a Smartphone App



## Course Costs

This course can be tailored to your organisation for as little as £15,000.

## Course Duration

Each course includes 1.5 hours of interactive e-learning, a 15 minute diagnostic tool and resources for a half day workshop.

## Accessing the Course

Using SCORM 1.2 interoperability standards we can deploy the course from your LMS or inside your firewall or offer you a fully hosted managed service, giving each employee a secure username and password so they can access the course from the web at the office, at home or on the move.



## Additional Benefits

Every DeltaNet course comes with a glossary and resources section, bookmarking facilities and audio features to ensure maximum accessibility and user interaction. This course can be quickly customised to meet your specific branding and regulatory requirements and implemented across your organisation to provide an immediate solution to your Customer Focus needs and will also provide a valuable accompaniment to face to face training resources.



To find out more about the course and request a full guest account please contact us:



01509 611019



enquiries@delta-net.co.uk



www.delta-net.co.uk



scan the QR code using a Smartphone App

