



# Customer Service Excellence Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

## In today's customer-oriented business environment, "people skills" are critical for personal and organisational success.

This one day **Customer Service** course will give learners the skills they need to **communicate professionally and enhance client relationships**, delighting the customer and securing an overall competitive advantage through customer service excellence.

During the course, learners will analyse the essential ingredients of presenting a professional image i.e. Attitude and Behaviour. The course also covers how to best use their **communication skills over the telephone, face to face and by e mail**, how to understand their customers better, manage customer expectations and to **make the most of each interaction with the customer**.

The course will help them to develop the core communication skills needed to engage with clients more effectively and make the most of every interaction with customers.

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

**Dearbhla Casey, HR Manager, Irish Country Meats**



*"My team is buzzing this morning. They are motivated and enthusiastic and implementing the new learnings!"*

**Sarah Hamilton Young, Customer Service Manager, Xtratherm**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose Our Customer Service Course

DCM Learning's Customer Service course is aimed at customer-facing front-line and support staff, whose actions can have a significant impact on their company's reputation and success. The course covers the key principles, attitudes and skills essential for delivering an excellent customer experience, to gain, maintain and grow existing relationships.

## Specific reasons to choose this course:



**Experienced:** We have trained 212 individuals successfully in Customer Service Excellence over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced Training Team:** Our trainers are Training Practitioners with years of industry experience as well as vast training experience.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered the Customer Service Excellence training to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem



INTERNATIONAL





# Customer Service Excellence Course

## COURSE OVERVIEW

This 1 Day course will give you the skills you need to communicate professionally and enhance customer relationships to secure an overall competitive advantage through customer service excellence.

During the course learners, will analyse the essential ingredients of presenting a professional image i.e. Attitude and Behaviour. The course also covers how to best use their communication skills over the telephone, face to face and by e mail, how to understand their customers better, manage customer expectations and to make the most of each interaction with the customer.

Finally, the course looks at techniques for dealing with difficult customers, how to manage stress levels and remain professional during conflict situations so they can have the confidence needed to deal with difficult situations more effectively when they arise.

## LEARNING OUTCOMES

By the end of the course each learner will:

- Be motivated to make the most of each interaction with every customer
- Identify the features of excellent customer service
- Have a better understanding of why excellent service is critical
- Understand what customers expect and what they can deliver on
- Have identified their own communication style and areas for improvement
- Have a step-by-step approach to handling difficult situations
- Be able to define what a difficult customer is and have methods to handle each type

Below you will find a proposed course outline detailing the topics that could be covered on the training programme.



# Course Contents

## TOPIC 1: CUSTOMER SERVICE EXCELLENCE

- Your role in representing the company
- Defining your responsibilities to your clients
- What are the features of excellent customer service?
- How to present a professional image - our appearance, attitude and behavior
- The customer relationship - building rapport/client expectations/continued engagement
- How can we go the extra mile?

## TOPIC 2: PROFESSIONAL COMMUNICATION SKILLS

- Self-assessment of your own style - the associated strengths and weaknesses
- Communicating over the phone or by email - points of difference
- Non-Verbal Communication - smile/eye-contact/posture/mirroring/para-language
- Verbal - communicate effectively, good verbal written and oral
- Measuring client satisfaction - interpreting body language and vocal tones
- Maintaining confidentiality at all times



# Course Contents

## TOPIC 3: HANDLING DIFFICULT SITUATIONS AND PEOPLE WITH CONFIDENCE

- Understanding different personality types
- Types of difficult customers - talkative/demanding/indecisive/know-it-alls
- Engaging the 'professional brain' instead of the emotional, reactive brain
- Building confidence and remaining Assertive - being direct, honest and appropriate
- Handling complaints - measuring severity; knowing when to escalate; follow up;
- How to deliver unwelcome news and diffuse situations
- Handling criticism, put-downs, arrogance, persistence, and patronizing behaviours
- Coping with stress after difficult interactions



## Ann O'Brien

### Training Associate

Ann O'Brien is among Ireland's most experienced and successful trainers in Customer Care and Communication Techniques. She has over fifteen years of involvement with some of Ireland's largest and most dynamic companies.

Ann had a pioneering role in the formation and successful development of Banking 365, Bank of Ireland's award-winning telephone banking service, which registered 98% satisfaction rating within one year.

Extensive group participation, team building and motivational exercises are central to all of Ann's training programmes. While providing highly effective customer care training, Ann simultaneously motivates learners and gives them a renewed sense of confidence and pride in their new roles.

Some of Ann's achievements include:

- Played an instrumental role in Banking 365 winning the following accolades at the Irish Call Centre of the Year Awards over the years including Best Customer Service Delivery (twice) and Call Centre of the Year
- Programme Coordinator, Irish Management Institute
- Diploma in Management, Irish Management Institute

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*"Thanks a million for everything yesterday , absolutely nothing but great feedback once again about yourself and the course content. Appreciate your great view and understanding of the workplace."*

Clint O'Reilly, Contracts Manager, DHL Supply Chain







## Andrew Woods

### Training Associate

Andrew is a Trainer, Consultant and Executive Coach with expertise built through a 20-year successful track record in Leadership, Team Development, Communication Impact and Customer Service Excellence. He is dedicated to providing impactful and sustainable workplace learning by creating authentic and practical learning experiences for clients. He is an Executive / Team Coach and Business Mentor for any size organisation.

His senior management career background provides a solid platform for all his interventions. He is a natural communicator who imparts his knowledge with humor and enthusiasm, encouraging and supporting individuals, teams and organisations to excel.

He has accumulated a wealth of business knowledge and experience across many sectors in local and international markets and has successfully delivered projects and interventions on 4 continents including UK, Australia, New Zealand, USA, Germany, South Africa and Ireland.

Some of Andrew's qualifications and affiliations include:

- A member of the IITD and ICF, he has an advanced qualification in Executive and Career
- Coaching through the Irish Life Coach Institute.
- Belbin (team type) Accredited

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*"I just wanted to say thank you to Andrew for delivering a fantastic training course to the team over the past two days. The feedback has been extremely positive, you have really got the team thinking about our current business processes and how we can improve them! Hope to see you again in the near future!"*

Niamh McCarthy, HR Manager, Spearline





# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

**DUBLIN**

- ☎ 01 5241338
- ✉ [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
- 📍 Guinness Enterprise  
Centre

**CORK**

- ☎ 021 2429691
- ✉ [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
- 📍 Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

- ☎ 041 9865679
- ✉ [drogheda@dcmlearning.ie](mailto:drogheda@dcmlearning.ie)
- 📍 24 Laurence Street  
Co. Louth