

# Customer Service in a Diverse Society

**Duration:** 1 Day

## **About the course**

This course takes the subject of diversity from the standpoint of looking after customers, and therefore looking after staff too. In modern Britain it is vital that equality and diversity are taken seriously and the businesses that do will thrive beyond those that don't.

## **Who should attend?**

Those responsible for equality and diversity issues (it is a legal requirement for all organisations to recognise these issues). The course is combined with a focus on client service to make the learning practical and useful.

## **Workshop content**

- Understanding what excellent customer service really means and how to deliver it consistently
- understanding and managing diverse customer expectations
- telephone communication and call management
- building rapport with customers & managing the relationship through the call or meeting face to face
- understanding empathy and using it under the right circumstances
- use of body language when providing customer service face to face

## **Managing diversity**

- understanding what equality and diversity is.
- direct and indirect discrimination
- how to understand discrimination and deal with it effectively
- how we are all diverse and how we need to recognise that good customer service must reflect diversity
- an environment that offers equal opportunity and values diversity
- religious and cultural issues and taking account of them
- handling complaints of discrimination