

THE PRINCIPLES OF CUSTOMER SERVICE – RETAIL



Delivering first-class customer service?

WorldHost *The Principles of Customer Service* training developed in Canada was originally created for Expo 86 in Vancouver. Canada used the programme for the 2010 Winter Olympic Games and is now ranked consistently among the top countries in the world for the strength of its visitor "welcome".

Bringing world class customer service to the UK

WorldHost *The Principles of Customer Service - Retail* training is now available in the UK. The programme has been tailored by **Skillsmart Retail** for the UK retail sector and is delivered exclusively in North Kent through the Learning Shop a founding member of **the National Skills Academy for Retail**.

The benefits of good customer service

- Encourages customer loyalty – happy customers become repeat customers
- Reduces costs to attract new customers
- Helps businesses gain competitive edge – be known as a business who puts the customer first

Participants in this certificated programme will gain valuable skills and techniques and be eligible to wear the **WorldHost** pin badge which recognises customer service excellence.

What will delegates learn?

- An understanding of the value of retail to the UK
- The importance of excellent customer service
- The skills of effective communication
- How to listen to customers and respond effectively to their needs
- The lifetime value of a customer to the business
- The five key principle commitments that enable staff to 'go the extra mile'

Programme length: Full day

Delegate cost: £85 + VAT per delegate

To find out more or book on the programme contact learningshop@nwcollege.ac.uk or call us on 01322 624455 or visit www.learningshopbluewater.co.uk



The Principles of Customer Service - Retail Booking Form

Name		
Address		
Contact name		
Phone/Mobile		
Email address		
I want to book on the Principles of Customer Service – Retail 28 th October 2011 9.30 – 4.30pm		Yes / No
I enclose payment of £102.00 including VAT		Yes / No
I would like to know more about the Learning Shop Bluewater		Yes / No
Other comments		

Complete the form and send it back to Rosemary Smith the Learning Shop
Bluewater, West Village, Bluewater, Greenhithe, Kent DA9 9SE