



A two-day training course, providing the foundation knowledge and skills to become a Customer Service Professional

The customer experience is vital to the success of any organisation, and the way your people behave can determine whether your customers eventually turn into loyal advocates for your business.

Introducing ICS FirstImpressions™

ICS FirstImpressions™ is a 20-hour, activity-based training programme for front-line service staff interacting with customers face-to-face or by telephone. Participants attend two one-day workshops, as well as completing a half-day workplace assignment.

The programme employs a stimulating blend of activities, ideas and knowledge to encourage participants to think about the service they provide and learn how to apply best practice to support their organisation in developing and maintaining positive customer relationships.

Once completed, successful participants will be awarded the ICS Customer Service Foundation Certificate and receive free one-year Foundation Membership of the Institute of Customer Service.

Timing and logistics can be tailored to meet your business needs and fit around your peak times.

Programme Content

The programme content has been designed to allow flexibility for a variety of company service focus areas, standards and values whilst using the latest industry research on customer service from across sectors.

The agenda includes:

- Basic concepts of customer service
- Developing relationships with your customers
- Communicating effectively
- Delivering service excellence through teamwork
- Responding to customers
- The 'you' factor

Participants also complete a workplace assignment which can be tailored to meet a specific business requirement.

Learning outcomes

At the end of the training, workplace assignment and training assessment, participants will have a solid foundation in:

- The language and concept of customer service

- The importance of clear communication in customer service delivery
- Recognising the impact of verbal and non verbal behaviour
- Understanding the importance of teamwork in delivering customer service
- Assessing the effectiveness in customer service transactions
- The skills required when dealing with difficult customers

Why Accelerator?

Work with the leading provider of ICS courses

Accelerator is the leading provider of *ICS ServiceFocus* courses in the UK. This includes *FirstImpressions* and the *ServiceManagement* course for people delivering customer service through a team.

Experienced trainers

All our trainers have previous commercial experience in high-profile, service-focused companies such as Marks and Spencer, GAP and Sony.

Benefit from our unique *Service Snapshot*

- Accelerator's *Service Snapshot* is a unique, two-part online evaluation tool that incorporates the ICS's mandatory pre-work as well as providing additional insight into your **current customer service provision**.
- Prior to the training, this allows our trainers to get **a flavour of the participants' delivery-context** including live issues in their team, and their confidence in certain behavioural areas. Participants can also refer to their report on the day.
- Four to six weeks after the training, the *Post-Course Service Snapshot* **evaluates the extent of change in behaviour**. The Snapshot also seeks an indication of the impact of changes in delivery on the customer and ultimately the wider organisation. Participants also receive a copy of their report to use in their ongoing personal development.

In association with



Business benefits

Benefits of the programme include: -

- A structured, **visible programme of investment** in your customer service
- Provides **solid** customer service skills
- Successful participants gain a **recognised qualification**
- **Inspires** participants to deliver exceptional service
- Builds **consistency** in service delivery
- Includes **latest industry research and developments**
- **Interactive and activity-based** training
- **Flexible** exercises to cater for a variety of company/industry contexts
- Workplace assignments deliver **immediate business benefits**

For more information, or to arrange a session for your organisation
call 0845 260 6886 or visit www.acceleratorsolutions.com