

## **Title: Customer Care**

**Aims:** To develop customer care skills.

**Objectives:** Examine theories of customer care  
Explore importance of congruence  
Examine how to develop non-verbal communication skills  
Develop language patterning

**Target Audience:** This course is for candidates who wish to develop their customer care skills, and explore the elements of an effective communicator.

### **Course Content**

- Methods of communication
- What is customer care
- Congruence
- Body language
- Theories of communication
- Developing your skills
- Skill practice
- Language patterning and responses
- Understanding customers
- Models of communication.

### **Commentary**

This course is for those who wish to develop their customer care skills. It explores theories of communication and enables participants to develop their customer care potential by exploring their own methods of communication and how to match this to other peoples. It also develops candidates' skills to improve the provision of customer care and satisfaction.