



irrvscotland

*A key workshop for Revenues
& Benefits staff and for training officers*

*Managing
Customers*

Tuesday 15th June 2010

Leapark Hotel, Grangemouth

Valid for IRRV CPD Points



Managing Customers

Tuesday 15th June 2010

The above workshop has been planned after discussion with revenues & benefits training officers across Scotland with regard to courses that would be useful for :

- **Benefits and Revenues front-line staff who work with customers on a regular basis**
- **Staff responsible for training revenues and benefits staff, particularly where they are delivering training on managing customers**

We are delighted that Ruth Pearson, a leading trainer in her field, is leading this workshop. The workshop will be of considerable benefit for the target audiences, with limited delegate numbers to ensure attendees get the most from the day.

Course Leader:

The course leader is Ruth Pearson, owner of Word for Word Consultants, a trainer with over 15 years experience in her field. First with British Gas, and then as Training Manager at Bank of Scotland, Ruth has specialised in writing training materials (including distance learning), training others to train, and delivering the full range of people management, soft skills, sales and customer service subjects, to staff at all levels of the organisation.

An excellent facilitator, Ruth focuses on ensuring that individual and business needs are fully met, within a practical, challenging and fun environment.

Any queries?

If you have any queries, please contact Fraser Macpherson, IRRV Development Manager, 2A Argyle Street, Dundee, DD4 7AL - Telephone/Fax - 01382 456029; email - scotland@irrv.org.uk.

How to Book

Please complete the booking form and send/fax it to the address above. You may also e-mail bookings to scotland@irrv.org.uk. Full joining instructions will be sent to delegates once a booking form has been received.

As places are limited, early booking is recommended. The IRRV regrets that, under normal circumstances, delegate fees cannot be refunded. However, delegate substitutions may be made at no cost at any time prior to the Seminar, subject to these being notified to the Institute.

MANAGING CUSTOMERS

15th June 2010

Course Objectives

On completion of the training, participants will be able to:

1. Describe what is meant by excellent customer service
2. Identify the key issues they face in providing an excellent service to their customers
3. Discuss techniques for dealing with 'difficult' customer situations
4. Examine ways of ensuring customer understanding in more complex interactions
5. Identify techniques specific to managing telephone calls from customers
6. Feel empowered to manage 'non standard' customer interactions
7. Recognise how best to represent the Council in their customer interactions
8. Develop an action plan for improving their customer management skills in the future.

Workshop Logistics

Throughout the workshop, attention will be paid to providing useful hints and tips on how to manage customer interactions. Staff's attitudes to the material will also be challenged, to find the 'hot buttons' that will commit them to improving their customer management skills in the future.

The workshop will last from 9.30am to 4.30pm, with two ten minute tea breaks and a 45 minute lunch break from 12.45pm to 1.30pm. Registration from 9.15am

Workshop Programme

The workshop will incorporate the following sessions:

1. Welcome and Introductions

A short session to welcome delegates to the workshop, including an icebreaker and details of the administrative arrangements for the day.

2. What's it All About?

A quick look at what the workshop is about, the objectives, and why it is important.

3. An Introduction to Excellence in Customer Care

A short examination of what we mean by excellent customer care, and why it is so essential to council services. Discussion to encourage group participation and airing of ideas and concerns.

4. Key Issues.

Input, and discussion on the key issues that delegates face with customers. The input during this session (including feedback from local authorities on the issues their staff face) will be used as the basis for the remaining sessions during the workshop).

5. Dealing with Difficult Customers.

Input, and discussion on what makes customers 'difficult' and the key skills required when dealing with difficult customers, in particular, using assertive behaviour when dealing with complaints, using language that makes the customer feel valued.

6. Ensuring Customer Understanding.

A look at what gets in the way of customer understanding (jargon, complexity, customer perceptions, customer disadvantage), and how to overcome these barriers.

7. Managing Customer Phone Calls.

A look at the issues that delegates face in their customer phone calls (such as lack of body language input, listening, closing the call, managing the talkative customer), and simple techniques for dealing with these.

8. Managing Non Standard Customer Interactions.

Discussion and input on how to manage issues that arise that don't fit with the 'standard' council policies. A look at empowerment, and how to negotiate with customers who are struggling to pay.

9. Your Corporate Voice.

A short discussion on ensuring that delegates are able to present the Council in the way it would like to be represented when managing customer interactions.

10. Action Plans.

A final exercise will be used to encourage delegates to think about how they can implement what they have learned to managing their customers in the future.

11. Close.

Feedback and final discussion/ clarification from delegates before closing the session.

Please photocopy for each delegate

Name (Mr/Mrs/Miss/Ms).....
 Designation
 Organisation
 Address
 Postcode Telephone Fax
 Contact Name E-mail address
 Special requirements (eg dietary)

Delegate Rates Per Workshop:

Day Delegate Charge	£145 + VAT (Total Payable £170.38)	<input type="checkbox"/>
Reduced Charge where delegate Is IRRV member* or student*	£125 + VAT (Total Payable £146.88)	<input type="checkbox"/>

* NB TO QUALIFY FOR MEMBER DISCOUNTED RATE YOU MUST STATE MEMBERSHIP NUMBER :

4th Place Free (applies to lowest cost place)

PLEASE STATE PURCHASE ORDER NUMBER _____

PAYMENT OPTIONS

Please find enclosed cheque for £ _____ made payable to IRRV

Please debit my Visa/MasterCard (delete as appropriate) Number :

3 digit security code
MUST BE INCLUDED

Expiry Date ____/____/____ Amount Paid £ _____
 Name of Card Holder _____ Signature _____

Please invoice to:

Name (Mr/Mrs/Miss/Ms).....
 Address

**SEND TO FRASER MACPHERSON, IRRV,
 2A ARGYLE STREET, DUNDEE, DD4 7AL : FAX IT TO 01382 456029 or
 email scotland@irrv.org.uk**
