

Customer Care for Corporate Staff Overview

Overview:

Many of us work in departments or organisations that provide support to either an internal organisation customer or to a business customer like another NHS body. So how do you sell your services and present yourself as a credible provider of support services? How do you deal with angry colleagues because of an error you have made or another department has made? This masterclass will apply marketing and customer care techniques to the internal customer and help you raise the profile and delivery of your services and improve on the reputation of your department / function.

Using evidence and theories drawn from 'Best in Class' organisations such as Disney, the workshop will explore the following questions:

- What do we mean by great customer service, and who are our customers?
- What characterises of great customer care?
- How to develop skills in listening, oral and written communication, maximising the human component of customer interactions?
- How to listen more productively, think on your feet and use best practices for satisfying that most important person in your universe: your customer!
- How to be more skilled in reading the nonverbal clues your customers are providing—in person and on the phone?
- How to respond in ways that create a far more satisfying customer experience?

So bring your thinking caps and looking forward to an interactive session!

Content:

The workshop will cover:

- Understand what a patient / customer focussed service feel and look like
- Strategies and communication techniques for calming an angry internal customer
- Empathetic communications
- Case studies, latest thinking, top tips from customer experience research and NHS Elect's work with NHS staff across the country
- Group work and sharing

Aim at staff working in:

Corporate services (IT, Finance, Service Improvement, HR, Payroll etc)

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