



# Griffin

# Training

Solutions for a modern  
workforce

**Customer**

**Service**

**Training**

**Courses**

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## **Customer Service Training**

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## ***Introduction to Customer Service & Care***

Customer service is the key to an organisation's professional image and is therefore vital to any organisation's success. The aim of this course is to introduce participants to the basics of customer service and care. Participants will be introduced to the key aspects of customer service, customer needs and expectations, the basics of good interpersonal communication, the purpose and impact of effective customer service and how to deal with irate customers. The course has a strong practical and interactive focus to ensure practical results.

### Objectives:

- Understanding the role of customer service
- Understanding customer needs and expectations
- To improve interpersonal communication skills
- To handle complaints and irate customers effectively

### Content:

- The Basics of Customer Service and Customer Care
  - Customer Needs and Expectations
  - Verbal Communication
  - Non-Verbal Communication
  - Barriers to Effective Communication
  - Basics of Telephonic Customer Service
  - Electronic Mail and Customer Service
  - Basics of Positive Assertive Behaviour
  - Dealing with Complaints and Irate Customers
  - Practical Customer Care
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### ***Customer Care for Telephone Support Staff***

The telephone is one of the most common forms of interaction between an organisation and its customers. It is therefore vital that an organisation has staff with the skills necessary to deal with such queries. Customers want to know that their concerns are being addressed and that they are valued. The purpose of this course is to equip telephonic support staff with the skills necessary for effective customer service, to handle queries and complaints effectively and to ensure that customers feel valued.

#### **Objectives:**

- To understand effective telephonic customer service
- To understand the complications of dealing with telephonic communication
- To effectively support clients' needs and expectations
- To effectively handle complaints and irate customers

#### **Content:**

- The Power and Purpose of Customer Care
  - Understanding the Customer
  - Customer Needs and Expectations
  - The Keys to Effective Communication
  - Over Coming Barriers to Effective Communication
  - Professional Telephonic Mannerism
  - Creating Positive Impressions
  - Dealing With Complaints and Irate Customers Over the Phone
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### ***Communications Skills for Customer Care***

The core of good customer service/care is found in good interpersonal communications skills. This course focuses on developing participant's communications skills with a view to better their ability to provide effective customer service/care. The course is very practical and on completion participants should understand the basics of communication, the barriers to good communication, how to positively influence customers and clients as well as how to handle difficult/irate customers in a friendly and positive manner.

#### **Objectives:**

- To understand the basics of communication
- To gain the skills necessary for effective communication
- To over come barriers to effective communication
- To positively influence clients
- To deal with difficult/irate customers effectively

#### **Content:**

- Basics of Communication
  - Beyond Verbal Communication
  - Advanced Skills in Communication
  - How to Over Come Barriers to Effective Communication
  - The Keys to Positive Influence
  - The Irate Customer and Effective Communication
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## ***Dealing with Irate Customers***

All organisations will at one point have to deal with irate customers. This is one of the most difficult activities undertaken by any staff member. All customers, even difficult, aggressive or irate customers need to be valued if an organisation is to thrive. Staff who deal with irate customers need to understand their customer's needs and expectations. At the same time staff need to be aware of the organisation's limitations and need to communicate these effectively in order to reach an amicable solution. The focus of this course is to help staff deal with irate customers in a polite, friendly and positive manner in order to reach a solution that best suits both the organisation and the customer.

### Objectives

- To understand the role of the customer service representative when dealing with irate customers
- To understand the needs and expectations of irate customers
- To promote positive communication
- To develop active listening skills

### Content:

- The Role of Customer Service and Care
  - Basic Profiles of Irate Customers
  - The Needs and Expectations of Customers
  - The Keys to Effective Communication
  - Overcoming Barriers to Effective Communication
  - Communicating Limitations To Irate Customers
  - Strategies to Deal with Irate Customers
  - Assertiveness Skills
  - When and How to Hand Over
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## ***E-Mail Etiquette***

In the modern business environment a company's means of communicating is constantly changing. Organisations need to ensure that they communicate effectively using all forms of communication open to them. The key to good communication is found in understanding how one communicates and how others interpret this. E-mail is becoming one of the most widely used tools of communication. The impact of electronic mail communication is both positive and negative and therefore, in order to gain the greatest value from electronic mail communication, one needs to understand the positive and negative impact e-mail has.

The aim of this course is to assist participants to understand the positive and negative impact of communicating through e-mail and to promote the positive impact while minimising the negative effects of electronic communication. Participants will learn when to use formal, informal or casual language in e-mail as well as understand the complexity of this passive form of communication.

### Objectives:

- To understand the positive impact of electronic mail
- To understand and minimise the negative impact of electronic mail
- To develop an awareness of the complexities of passive communication
- To be aware of grammatical misinterpretations
- To know when to use formal, informal or casual language

### Content:

- The Basics of Good Communication
  - E-mail as a Modern Form of Communication
  - Advantages to Electronic Mail
  - Disadvantages of Using Electronic Mail
  - The Four People Involved in Any Electronic Mail
  - Grammar and its Interpretive Consequences
  - How and When to Use Formal, Informal and Casual Language
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## ***Business Etiquette***

In today's world knowledge and technical skill account for less than 15% of the success of any business transaction. What *is* key in the modern business environment is effective etiquette skills. Skills such as courtesy, manners, trust, integrity, communication and reliability portray a professional image that is vital for the development of any organisation and its transactions. Business etiquette is therefore a powerful tool used by an organisation's employees to further the goals of the organisation. This course is designed to be of practical use to an organisation and its employees. It is the ideal course for any employee who wishes to get an introduction to business etiquette and to learn how to handle themselves around the office, colleagues and clients.

### Objectives:

- To gain an in-depth understanding of modern Irish business etiquette
- To gain practical skills in business etiquette
- To learn when and how to use business etiquette effectively

### Content:

- An Introduction to Etiquette and Business Etiquette
  - The Core Values of Business Etiquette
  - Business Protocol, Manners, Behaviour and Conduct
  - How to Use Business Etiquette Effectively
  - The Practical Implications of Business Etiquette
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### ***Hotel, Catering, Retail and Service Industry Customer Care***

In the hotel, catering, retail and service industry staff are constantly interacting directly with customers and clients. From interacting with the reception desk, floor staff, bar staff, to waiters, waitresses, stewards and stewardess or simply the retail sales assistance, clients gain a lasting impression about an organisation. If staff are inadequate, inept, or in any way rude, whether meaning to or not, the organisation's customers will be negatively affected. These "frontline" staff need the best training possible in order to provide the best service to an organisation's customers. Staff who deal with customers face-to-face need to understand the basics of customer service and care, communication, business etiquette, intercultural interaction and how to deal with difficult or irate customers. This course is perfect for frontline staff as it provides the basics of all of the above with a very heavy practical focus.

#### **Objective:**

- To gain the skills necessary to deal with customers on a face-to-face basis
- To understand the nature of customer service
- To fully grasp business etiquette
- To understand what is expected of frontline staff
- To understand the complications of dealing with diverse clientele
- To improve the effectiveness of frontline staff

#### **Content:**

- An Introduction to Customer Service and Care
  - The Basics of Effective Communication
  - The Barriers to Effective Communication
  - How To avoid Barriers to Effective Communication
  - Business Etiquette for Service Staff
  - The Basics of Intercultural Interaction
  - How to Deal with Irate Customers
  - Practical Means of Providing the Best Service
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### ***Customer Service Training for Non-Nationals***

Customers will judge a company's competency within seconds of contacting a company. Therefore the face of a company needs to be professional, helpful and well mannered.

A company's face is the first face a client sees or experiences when contacting a company. This may be in person or over the telephone. Often companies are not aware of the manner in which their non-national employees deal with customers. If a clients first impression of a company is not a positive experience they will be less inclined to deal with that company a second time.

It is therefore very important that any staff member who has a public role in a company be well versed with Irish standard manners, etiquette, behaviour and conduct. This is arguably one of the biggest draw back when employing immigrant workers. Often their cultural understanding of manners and customer service are worlds apart from an Irish understanding. Foreign staff often do not value a positive greeting, please and thank you, or a smile. Therefore, clients do not like to deal with such employees and their companies simply because they feel offended whenever they have to talk to their staff.

The solution is properly trained, well mannered and helpful staff. This can be achieved by sending staff on one of our Customer Service Training seminars. Since we understand different ideas of manners, respect and behaviour we can help foreign staff understand what is expected of them in an Irish setting.

Our Customer Service Training courses are designed for a company's convenience. They can be a little as 2 hours long or up to a full-day depending on a company's unique requirements and are very simple to book. We pride ourselves on our flexibility. In order to book staff on such a course all that is necessary is 24 hours notice from a company and we will either conduct a course on site or arrange for staff to attend a course on one of our premises.

**Objective:**

- To improve the quality of service given by non-national employees
- To prevent discrimination when dealing with staff, clients and management
- To improve inter-cultural communication

**Content:**

- Brief introduction to what Irish customers expect

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- Being polite in Ireland
  - Phone manners
  - Face-to-face contact
  - Dealing with difficult customers
  - Practical implications of customer service in Ireland
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## About Us

Griffin Training believes that ongoing training should be an essential part to of every modern business. One of the greatest assets an organisation has is its workforce and investing in it makes good business sense. Only through constant training and development can people be sure that they have the best human resources and skills available.

### We focus on three primary areas:

#### 1) *Quality*

All our trainers are educated to at least Master's Degree level. They are experienced presenters and experts in their chosen fields. They have experience in developing training courses, presenting seminars, one-on-one training, facilitation, mediation and are up-to-date with the latest research methods. We design our courses using the best research techniques, the latest information available and industry feedback. We go to great lengths to investigate the implications of our courses, and are in-line with both Irish and international training trends.

#### 2) *Convenience & Flexibility*

- All our courses are customisable at no additional cost
- We require **No Minimum** numbers
- No pre-determined dates or times
- All course durations are flexible to suit you
- Train on-site or at one of our facilities around the country

#### 3) *Cost effectiveness*

- We guarantee a cost effective service that is better than our competitors
- We offer Group Discounts
- We offer Non-Profit/Charity Discounts

## We go to you or you can come to us.

## Convenient City Centre Location

### Further information:

**Address:** 88 Capel Street, Dublin 1.  
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Solutions for a modern workforce

## Contemporary Training

- Require Minimum Numbers
- Inflexible
- Expensive
- Only Off-Site Training
- Set Course Contents & Lengths
- Set Dates and Times
- Not Directly Relevant
- Loss of Staff Productivity
- No Guarantee

## Griffin Training

- No Minimum Numbers
- Flexible Options
- Guaranteed Cost-Effectiveness
- On or Off-Site Training
- You Choose Contents & Length
- You Choose Dates and Times
- Courses Are Directly Relevant To You
- Staff Can Be Trained While They Work
- We Guarantee You Will Be Satisfied



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