

# CUSTOMER SERVICE THAT MAKES A DIFFERENCE



**Training for Learning Co.**  
Realise your potential



**Outline:** A workshop which explores case studies from the business sector, a study of the service that works effectively in the Australian workplace and strategies to ensure individuals adapt the principles to their personal style of communication thus providing a level of credibility to the service and the company.

**Aim:** To enable participants to establish the elements of excellent customer service, and build relationships with their customers and the manner in which this is applied in the workplace

**Agenda:**

- Identify the customer profile
- Principles of service that make a difference
- Your business service culture
- Defining the relationship equation
- Identify the benefits of effective relationships in business
- Practical case studies
- Defining your service edge
- Adapting the principles to the real workplace.
- Action planning the elements which give credibility.

## *Presented by Catherine Logue*

*Catherine has been involved in the business sector for 40 years. Working in the training sector she shares her experiences and workable applications with her participants. Her qualifications in education and business provide a balanced and innovative approach to training. She delivers nationally accredited courses as well as designing and delivering workshops for the corporate sector.*



*Her talent in facilitation has seen her present overseas in Los Angeles, Montreal, Auckland and Las Vegas. Nationally her clients include Australia Post, Dept of Transport, University SA, University Adelaide, PMA Australia, PMA International, IPI USA, ESCOSA, Southern Health, City of Tea Tree Gully, Pacific National and Haigh's Chocolates..*

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