

Customer Service

This one-day course is for everyone in the company who has any contact at all with the client – from Director to Van Driver. In an industry where for many companies perceived value is fast becoming more important than the product, this course is vital in adding that value by creating the greatest possible impression in the mind of your client. This course is not just for sales staff and receptionists – every contact gives your client an opportunity of judging your company – customer service needs to become your consistent brand image.

What will they gain?

Delegates will gain a new insight into the importance of good and consistent Customer Service and the means of implementing a first class policy standard. They will learn how to put themselves and the company under a 'service microscope' so that not a single opportunity might be missed or threat to service excellence overlooked.

Each delegate is provided with full course workbooks and templates for the Customer Service Blueprint.

Course content

- Understanding Customer Service
- The Changed Marketplace
- Key Service Factors
- Price/Quality and the Loyalty Factor
- Customer Care - Identification of Objectives
- Materials Service - Personal Service
- Who is My Customer?
- Understanding the Client
- Customer Service Questionnaire
- Moments of Truth – Those Critical Contact Points
- Staff Assessment and Training
- Getting the Message Across
- Gaining Information
- Active Listening
- Telephone Skills
- Handling Difficult Clients and Situations
- Facts - Wants – Feelings
- Customer Research
- Designing the Customer Service Blueprint



How to find out more

Please e-mail ryan.oneal@bpif.org.uk or call 020 7915 8322

Can we help you further?

The BPIF and ViP offer a wide range of customised support services, programmes and courses for printers, designed and delivered by print industry specialists. If you would like to know more about any of these, please tick those you are interested in and fax this to Gil Reid-Robbins, Head of BPIF Business on 020 7405 7784 or call on 020 7915 8345 or email gil.reid-robbins@bpif.org.uk.

BESPOKE SUPPORT FROM BPIF BUSINESS

Health, safety and environment

- Health & Safety Healthcheck
- Health & Safety Management Schemes
- Gap Analyses & Improvement Programmes for
 - ISO 14001 (Environment)
 - OHSAS 18001 (Health & Safety)
 - FSC Chain of Custody
- Environmental Healthcheck
- Integrated Management Systems Support
- Risk Assessments
- Noise Surveys
- Occupational Health Management Schemes
- Interim Management
- Business Continuity Planning

Technical

- Technology Healthcheck
- Design and Print Unit Reviews for In-plants
- Workflow and Pre-press Reviews
- Digital Equipment Support
- Press and Post-press Investment Support
- Management Information Systems Support
- ISO 12647: Colour Management
- ISO 7799: Security
- Dispute Resolution and Expert Witnesses

Business development

- Standards Gap Analyses & Improvement Programmes for:
- ISO 9001 (Quality)
 - PAS 75 (Customer Service)
 - Cost Rates Reviews
 - Financial Management
 - Business Planning
 - Sales Development
 - Market Research and Development
 - Marketing Planning and Implementation
 - Interim Management and Mentoring
 - Factory Layout and Planning
 - Supply Chain Management
 - Purchasing Management

PROCESS IMPROVEMENT FROM VIP

- Snapshot (diagnostic)
- Kickstart (up to 50 employees)
- Masterclass
- Office and Pre-press Change Cycle
- Team Leader Training with BPIF Training
- Materials Waste Reduction

Your name

Job title

Company Name

Address

Telephone

E-mail

SHORT COURSES FROM BPIF BUSINESS

Courses can be open or delivered in-house:

For a complete list of all the courses we offer visit:
www.britishprint.com/shortcourses

Health, safety and environment

- Health & Safety for Managers and Supervisors
- Environmental Briefing for Managers
- Manual Handling
- IOSH Managing Safely
- CoSHH Assessment
- Fire Warden Training
- Occupational Health Awareness

Technical

- Introduction to Print Processes
- Introduction to Print Technology (3 Days)
- Print Production Planning
- Introduction to Print Estimating

Business development

- Getting the Sale
- Advanced Sales Management Skills
- Digital Sales Solutions
- Sales and Marketing
- Customer Service
- The Supervisor Role

HR SUPPORT FROM BPIF

- HR Healthchecks
- HR Policy and Documentation
- HR Management Schemes
- Organisational Restructuring
- HR Workshops and Coaching

WORK-BASED TRAINING FROM BPIF TRAINING

- NVQs
- Apprenticeships
- Professional Certificate in Print Management
- Technical Certificate

BUYING AND SELLING FROM BPIF MCINNES CORPORATE

- Acquisitions and Mergers
- Grooming for Sale
- Business Valuations

LEGAL SERVICES FROM BPIF LEGAL

- Mediation