



Welcome to Kent

Welcome to Kent is a one day training programme designed to help acquire new proactive customer service and communications skills, as well as improve knowledge of Kent.

Who is the course intended for?

Students and members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, and retail in Kent.

What will I gain from the day?

- Identify what your organisation and Kent have to offer customers
- Understand who your customers are and what they need and expect. Exceed their expectations.
- Work with colleagues to deliver excellent customer service on a consistent basis.

Do I need previous skills & knowledge?

No

Course Method:

- Discussion groups
- Video presentation / clips
- Case studies and activities

What does the course cover?

Knowledge of Kent:

- Benefits of excellent customer service
- Identify your internal and external customers
- Delivering sustainable products and services
- Importance of customer loyalty
- Changing expectations and service trends
- The customer journey
- Policies, procedure and standards
- First Impressions
- The communication process
- Listening skills
- Telephone techniques
- Working successfully with your colleagues
- Providing an accessible service
- Language and cultural diversity
- Welcoming customers of all ages
- Using customer service to boost business
- Converting enquiries into sales
- Handling complaints and resolving problems

Further Information or booking:

Visit Kent Training

2nd Floor Invicta House
County Hall
Maidstone
Kent. ME14 1XX

Tel: 01622 696935

Email: georgia.mannering@kent.gov.uk