

Putting the Customer First: Achieving Excellent Customer Service

with *George Pickering*

Friday 18th May, 219 St John Street, London EC1V 4LY

Introduction

In an increasingly competitive market place, many language teaching organisations are aware of the need to provide excellent customer service to their customers.

Session outline

This practical workshop will include discussion about training in:

- Measuring and increasing customer satisfaction
- Customer service models
- Enhancing the steps in the customer journey
- Training staff in customer service
- Devising customer service standards
- Effectively managing customer complaints

Timetable

Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00
<i>Lunch and refreshments provided</i>	

Trainer profile



George Pickering is an educational coach, trainer and consultant. He has given seminars and workshops in over forty different countries. He is a tutor on the English UK Diploma in English Language Teaching Management and the UCLES accredited International Diploma in Language Teaching Management. George is an inspector of language schools for the British Council (Accreditation UK) and is also an executive coach. He has a PGCE and an MA in Applied Linguistics, as well as diplomas in coaching, counselling and NLP.

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