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# Exceptional CX:

Create an experience your customers will want to come back for!

# About HINSW

At The Hospitality Institute of NSW we Aim HIGH in delivering quality education..... that inspires excellence. The Hospitality Institute of NSW was created to bring Leadership & Management, and Hospitality learning excellence to Sydney's North West

If you want to empower your career, your teams and your organisation, then you owe it to yourself to look over our course offerings and facilities. At the Hospitality Institute of NSW we Aim HIGH to deliver a leadership and development program that is built with your professional growth and business performance in mind. Giving you access to our expert team of trainers wealth of knowledge and leadership experience, the leadership development program is guaranteed to get you out of your comfort zone..... because that's where MAGIC happens!

The Hospitality Institute of NSW encourages students of all levels to learn as part of a thriving community and develop the skills they need to advance in their careers. We are 100% committed to delivering a first class learning experience, which is evidenced in our state-of-the-art facilities and expert team of trainers. The future of leading edge training starts now, and it's on your doorstep.

Aim HIGH!



## Course Outline

- Why outstanding customer experience is essential to business success today and how it makes a direct contribution to bottom line results.
- The costly consequences of poor customer service and how to avoid them.
- There's no second chance to make a great first impression. Here's how to impress customers and win loyalty from the very first contact.
- 6 essential rules of customer care and service. Warning! Violate just one of these and you can easily lose a customer forever.
- Modern techniques and strategies to build a genuine relationship and goodwill with customers quickly and easily.
- It's not just what you say but how you say it. Key telephone techniques to handle calls with success and ease.
- The secrets to minimising the stress involved with customer service and avoiding staff burnout.
- What to do to take control of a difficult situation .
- How to turn complaints into an opportunity to build better customer relations.
- Secrets to building long term customer loyalty and ensure a regular flow of repeat business (this can make a staggering difference to the bottom line).

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## Course Details

In today's highly competitive business environment, it is no longer enough to deliver 'good' customer service. The bar has been raised and now every member of your organisation must deliver service that is outstanding. This course helps you to understand why service is so important, and it gives you the crucial tips and skills required to deliver world-class service and grow existing client relationships.

If you want to strengthen your customer base while simultaneously reducing customer churn - this course is for you.

We teach you proven best practices for customer service that deliver first-rate, world-class customer satisfaction, boosting your Net Promoter Score.

You need to build outstanding into your customer service, and your customer's deserve the best your organisation can deliver.

This course will provide you with an in-depth understanding of world class best practices on customer service. It is designed to help each delegate realise just how important each and every customer interaction is, and empower them to deliver excellent service.

You will learn how to control opportunities so you can excel, strengthening customer loyalty. This course includes insights on how to provide top of the line customer service throughout every level of your organisation as well as helping staff members take responsibility for providing it.



## Who This Course Is For

- Business/Team Leaders
- Customer Service Teams
- Sales Professionals and Sales Support Staff
- All Front Line And Support Staff In Contact With Customers
- Brand Ambassadors
- Receptionists, Telephonists and Public Ambassadors

