

Customer Listening

We may get feedback from our customers, but do we really listen? This workshop will develop your customer listening skills. You will then have the capability to harness customer intelligence leading to an enhancement of the customer service you provide.

These same skills can also be used to listen to your employee's to bring about a new way of working in your organisation.

Attendees will be able to:

- State how customer listening helps organisations improve
- Demonstrate how to develop a discussion guide
- State how to prepare and plan to ensure an effective customer listening group
- Develop the skills to moderate a customer listening group
- Demonstrate how to draw insights from the feedback and plan action in response

This course involves group work, discussion, practical exercises and listening to external customers.

Workshop duration: 2 days