

Personal Development

# Customer Excellence

## Course Details

**Price**

£325.00

**Start date**

10 September 2026

**Length**

Full day (09:30-16:00)

**CPD Points**

5.50

## Course Overview

This course will challenge delegates to think about how they deliver excellent customer service within their organisation. Delegates will learn and research about the behaviours customers want to experience, brainstorming and developing a plan on how their team can deliver the highest level of service for customers.

## Content

In this workshop delegates will:

- Review what excellent customer service looks like and consider what your customers want
- Review research on the behaviours that customers want to experience in transactions with others
- Review how you and your team can deliver these behaviours, and consider barriers that are challenging your delivery of them

- Review importance of Emotional Intelligence when dealing with customers
- Review strategies to deal with challenging customers

## Benefits

By the end of this workshop delegates will leave with some new tools for delivering great customer service, but also understand what customers want, how to deliver it and how to deal with challenging customers.

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 244570. If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### Jill Clark

Jill is a qualified trainer and coach and holds a Diploma in Company Direction (Institute of Directors). Jill has over 25 years retail experience and was formerly Director of Customer Service at Specsavers. She is a Non -Executive Director of the Channel Islands Coop & Island FM and a Jurat in the Royal Court of Guernsey. Jill is experienced in leadership management, customer service, effective communication and retail best practice. Jill delivers Chartered Management Institute qualifications as well as coaching and mentoring. Jill can work with teams and individuals to improve their effectiveness and leadership skills, developing action plans to help individual unlock their potential, impact and influence in their personal and working lives. Drawing on leadership and experiences of working with individuals at every level, Jill is passionate about helping individuals be the best that they can be.