FOUNDED 1882 INCORPORATED 1927   
President: Peter Haywood IRRV (Tech) MBA  
Treasurer: Mike Shang FIRRV

**Improving Customer Service Workshop**

**Venue: Mercure Hotel, Haydock (formerly Haydock Thistle Hotel)**

**Date – Wednesday 27th January 2016**

Dear Colleague

I am pleased to invite you to attend one of our high quality training events. This customer services workshop, specifically tailored for customer services managers, supervisors, team leaders and key staff will be delivered by a leading professional trainer with wide experience of customer service/leadership/motivational training and of the customer services, revenues and benefits environment.

The aim of the day is to ensure participants have the opportunity to learn how customers think and the key steps required to increase customer satisfaction - both face to face and over the phone. In addition delegates will learn new techniques to handle customer stress.

The day will also ensure participants have an opportunity to discuss and share their motivational needs, job de-motivators and give delegates the tools and techniques to help maintain motivation within a customer service role.

The workshop is designed to give participants an inspirational and entertaining day. The event is designed to be fun and interactive in order that all participants leave highly motivated and can take a positive, effective role in customer service provision.

**The cost of the event is £100 for non members and £50 for IRRV members.**

**As this event also includes lunch it is an excellent opportunity to catch up with colleagues and representatives from other Authorities and Organisations.**

Full details of the workshop objectives and a booking form are attached.

Yours sincerely,

**Peter Haywood IRRV (Tech) MBA**

Association President

**Please visit our website:** [**http://www.irrvassociations.org.uk/index.asp?AId=3**](http://www.irrvassociations.org.uk/index.asp?AId=3)

**Lancashire & Cheshire IRRV Association**

***Improving Customer Service Workshop – the detail:***

By the end of the workshop the participants will :

\* Be highly motivated and have learned new techniques to be self-motivated

\* Be confident in a customer service role

\* Be more productive

\* Be able to deliver consistent customer service every time

\* Have new skills to handle customer stress

\* Be keen to use their new customer service skills

\* Be highly positive

\* Be engaged with the organisation

\* Ensure they can achieve job satisfaction

\* Be smiling

**Workshop Outline**

o Introductions and aims of the workshop

o Power of the mind, positive thinking

o People - their personalities, beliefs and attitudes

o Motivators and de-motivators

o Customer Service tools and techniques

o Customers, customers, customers. How do they think?

o Target Setting

o New skills to transform the customer service environment

o Playing the customer service game

o Goals at work and at home

o Integrity in the workplace

o Negative people and the dangers

o Control check and balances

The Course Leader is David West. David West started Smile Motivation in order to deliver his unique customer service, leadership and motivational workshops to a wider audience and he thoroughly enjoys running them. David has delivered his unique leadership and motivational workshops to hundreds of people during the past 20 years and has developed an exceptional understanding of motivation theory and practice.

Delegates who attend David's workshops are more motivated have a more positive attitude, confidence and have improved performance.

# Booking Form: Improving Customer Service Workshop

**Date:** Wednesday 27th January 2016

**Venue:** Mercure Hotel Haydock (Free car parking is available)

**Times:** Start: 9.30 a.m.  
Finish: 4:00 p.m. (approximate)

**Cost:** £100 non members, £50 IRRV members

To reserve your places fill in your details and email them no later than Friday 15th January 2016 to:

Mike Harkins IRRV, Assistant Treasurer

Email: [mharkins@rundles.org.uk](mailto:mharkins@rundles.org.uk)

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| **Name of Authority** |  |
| **Address for correspondence** |  |
| **Contact name & Tel no** |  |
| **Email address** |  |
| **PO Number** |  |

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| --- | --- | --- | --- | --- |
| **Name of Delegate** | **Contact Telephone Number** | **Work involvement\***  **\*E.g. NNDR / Other** | **IRRV Member? (Yes\No)** | **Dietary requirements** |
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