SQT

TRAINING THAT DEVELOPS
REAL CAPABILITY

Customer Engagement Essentials

LPD002

Customer Engagement Essentials

This programme addresses the situation many organisations face: maintaining consistent, high-quality customer service across all interactions. It focuses on helping learners close any gaps between service expectations and delivery, enhancing customer satisfaction and encouraging loyalty. Through targeted skills, knowledge and mindset development, learners can bridge this gap and represent their organisation with professionalism, empathy and efficiency.

This programme is designed to develop the knowledge, skills and behaviours needed for excellent customer service so that learners can confidently apply what they learn in real situations on a day-to-day basis.

This programme can be fully customised to support strategic organisational priorities while addressing individual learning goals.

Duration & Price

Duration: 1-3 days
Delivery mode: This programme is available In-Company

Dates & Locations

In-Company training programmes are customised for your organisations specific needs. Most In-Company training is now delivered virtually.

In-Company Training

Please contact us for more information on our In-Company training options

What's covered?

This programme covers the key principles and techniques required to deliver outstanding customer care. Learners will participate in practical exercises, discussions and role-play to apply the following topics:

- Definition and scope of good customer service
- Internal vs external customers
- Skills, qualities and behaviours for effective customer contact
- Verbal and non-verbal communication
- Active listening skills
- Managing challenging situations
- Relevant consumer legislation

The course can be tailored for In-Company delivery, allowing content, examples and Skills practice scenarios to reflect the specific customer service challenges, goals and context of the organisation.

Who should participate?

This course is designed for individuals who interact with customers in their role, as well as those preparing to enter a customer-facing position.

It is particularly suited to:

- Customer service representatives
- Frontline and reception staff
- Team members in support or helpdesk roles
- Sales and account management personnel

English Language Competency
A good standard of written and spoken English is important to engage effectively with this programme.

What will I learn?

On successful completion of this course, learners will be able to:

- Define the principles of customer service, recognising its critical role in organisational success
- Demonstrate effective verbal and non-verbal communication techniques
- Use active listening to understand and respond to customer needs
- Apply appropriate techniques for handling complaints and challenging situations
- Work effectively as part of a team to deliver quality service
- Identify and apply relevant consumer protection and equal status legislation

These outcomes ensure learners can translate theory into practical, workplace-ready skills.

How do we train and support you?

We use a highly interactive, practical methodology rooted in experiential learning. This ensures that every learner has the opportunity to apply new techniques, receive feedback and reflect on personal development throughout the course.

Support elements include:

- Pre-training consultation for In-Company courses to tailor content to learner and organisational needs
- Facilitated skills practice sessions recorded for feedback and individual reflection, allowing learners to experiment in a safe, supportive space
- Guided post-training reflective activities designed to embed learning, support behavioural change and identify future goals
- Optional personalised coaching sessions (either one-to-one or group-based)
- Live training is available virtually or delivered onsite to suit the needs of the team

Class sizes are generally limited to 10 - 12 participants to support personalised learning and individual support.

How can you progress?

Completing this programme provides a strong foundation for further development in:

- Dealing with Challenging Situations and People
- How to Stay Resilient in the Workplace
- Supervisory Management Skills
- Team Leadership

These pathways help learners expand their capabilities and take on more complex roles in customer service or leadership.

Tutors

Gina Ryan
View Profile

What Our Learners Say

We believe in excellence through transparency and continuous improvement. That's why we invite all our delegates to share their experiences on CourseCheck.com, an independent platform dedicated to genuine, unfiltered feedback. Learner insights help us not only to enhance our training programmes but also empower potential learners to make informed decisions. Click on the link below to read firsthand experiences and testimonials from past learners.

Click Here

SQT TRAINING THAT DEVELOPS *REAL* CAPABILITY

SQT provide a unique combination of high quality, accredited, practical training delivered by leading industry experts and supported by the most up to date learning technology and tools

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- Join our Lean Six Sigma Network
- Continual Process Improvement
- Project & Programme Management

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- Food Safety
- Life Sciences
- Laboratory
- Integrated Management Systems

LEADERSHIP & PERSONAL DEVELOPMENT

- Leadership & Personal Development
- Train the Trainer

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