

# Front of Office / Reception Skills

**Course Code**

SSBS038

**Duration**

1 Day

**Format**

Classroom | Virtual

## Overview

The receptionist is one of the most important persons in any organisation. If this person is positive, professional & commercially aware, they can create more referrals, continued business, and assist build the brand of the organisation. This person also creates the first impression to the organisations. Contrary, if this person is negative and not aware of the importance the role has, if delivered poorly - it can deter referrals, and disillusion even the most steadfast and loyal clients.

## Objectives

- To raise the awareness of customer service at the reception desk and assist delegates in providing exceptional customer care.
- Explain the meaning and significance of customer care & identify all your customers
- Identify the organisation's front office needs & understanding of all levels of communication
- Demonstrate the effects of positive/negative impressions.

## Content

- Introduction to customer service
- Role of the receptionist in the delivery of service
- 'Moments of truth' in customer service
- Examples of exceptional customer service
- Consequences of poor service
- Nature of communication
- Importance of 'first impressions', as viewed from the customer's standpoint
- Giving customers the wrong impression
- Taking advantage of sales opportunities
- Positive words, phrases and body language
- Factors of good and bad communication on the telephone
- Active listening skills on the phone
- Portraying enthusiasm on the phone
- Factors of voice
- Coping with anger and complaining customers
- 3 steps to assertive behaviour to help turn customers around

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- Tactics and tips to cope with complaints and objections
- Case studies to reinforce the learning
- Performance checks
- Personal action planning