



CUSTOMER CARE PROGRAMME

Course overview

- Explore why customer care is important
- Define who your customer groups are
- Look at how we communicate with our customers
- Research the people skills required when dealing with people face to face
- Develop listening and questioning skills to establish rapport
- Investigate coping strategies when dealing with difficult situations
- Study how to observe behaviour in others and spot signs of anxiety, distress and aggression
- Analyse the bereavement curve and determine where people may be 'today'

Suitable for: anyone involved in managing or working in a cemetery, or crematoria.

Learning Outcomes

- Knowledge of appropriate techniques for managers and staff to engage positively in difficult situations
- Understanding who your customers are
- Practical skills developing your communication skills and how you communicate

Attendance:

£135.00 plus VAT for ICCM members

£185.00 plus VAT for non-members



ICCM

Institute of Cemetery and
Crematorium Management

An ICCM quality
onsite training event

Interactive sessions

Learn about the
benefits of having
appropriate
communication and
understanding of and
with your customers

Learn new skills

Have your questions
answered

Booking Form

I wish to attend/have the following attend the ICCM Customer Care Programme training course on Wednesday, 1st March 2023 at Saltash Town Council, Isambard House (Saltash Station), Saltash, PL12 4EP

Name 1: _____ ICCM Member? Y/N

Name 2: _____ Y/N

Representing: _____

Email: _____
Confirmation and joining details will be sent by email

Phone No: _____

Address for invoice: _____

Order No: _____

The fee for the training covers attendance, documentation, lunch and refreshments. The fee is £135.00 + VAT for ICCM members and £185.00 + VAT for non-members.

You will be invoiced will be sent to you at the address provided to ICCM.

Cancellations and refunds – receipt of the completed booking form is a contract. Cancellations must be made in writing at least 10 working days before the workshop, and will incur a 20% administration fee. Cancellations made after 10 working days before the workshop will not be refunded. No refund will be given for non-attendance. Substitution of delegates at no extra charge may be made by emailing julie.darroux@iccm-uk.com. In the unlikely event of cancellation by the organisers, any fees paid will be refunded but no further liability will be accepted. The organisers reserve the right to make changes to the programme, speakers and venue should this be necessary.

Please return completed forms to Julie Darroux at julie.darroux@iccm-uk.com