



# Customer Excellence





# Customer Excellence Training

**We focus on our unique CORE<sup>®</sup> approach to delivering great service. We'll help your business deliver those Wow! moments and avoid the Ouch! ones. We examine the approach by the top brands and use these as role models to adapt and follow.**

## **Our training will mean that your team will:**

- Know the difference between customer service and customer experience.
- Identify areas where consistency of approach needs to improve.
- Increase their organisational skills to prepare to deliver great service.
- Learn the importance of taking responsibility to own and resolve issues.
- Develop awareness to be exceptional when opportunities arise.

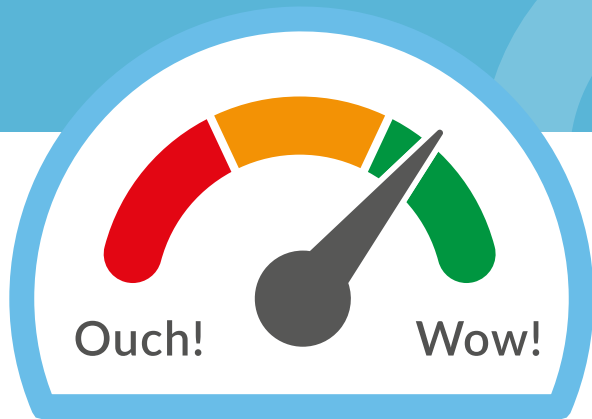
## **All of our training is highly interactive with a sense of fun.**

### **We use:**

- High quality video as best practice examples to follow.
- Group discussions focussed on your business.
- Group and individual exercises to ensure participation levels are high.
- Corporate raids to benchmark best practice and generate ideas.

We also ask each of our participants to action plan to implement their learning.

**Contact us to discuss how we can raise the standards of customer service in your company.  
We will design and deliver your training to meet the needs of your business. [We'd love to hear from you.](#)**



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**Take advantage of our Customer Excellence training and coaching. This is a minimum half day module and will be designed around your business needs. Our training and coaching can be in groups or on a 1:1 basis.**

Ask to see our testimonials and case studies for evidence of how our training has made a real difference. Our Customer Excellence training also pays for itself through:

- Increased business from delighted customers who come back, spend more and tell their friends to do the same.
- Enhancing your reputation as a provider of great customer service.
- Less time spent on complaints.
- Reduced spend on discounts and compensation.



“ I recommend Beyond Theory to other companies because they understand the needs of your business. They are approachable. They have a lot of experts and a lot of experience. We have drawn on their knowledge and this has been really valuable. I can't recommend them enough. They are very, very good.

**Christopher Ogston**, general manager  
The Gonville Hotel, Cambridge

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# Customer Excellence Plus Training

**Building on our CORE<sup>®</sup> session, this module focuses on using the Strength Deployment Inventory<sup>®</sup> (SDI<sup>®</sup>) to enable your team to identify their motivational values and how these impact on their behaviours. The session also covers how people handle conflict.**

**By undertaking our training your team will be able to:**

- Identify the motivational values that drive their behaviours.
- Discover their strengths and overdone strengths.
- Apply learning on how to work as a team and with your customers.
- Improve their conflict handling skills.

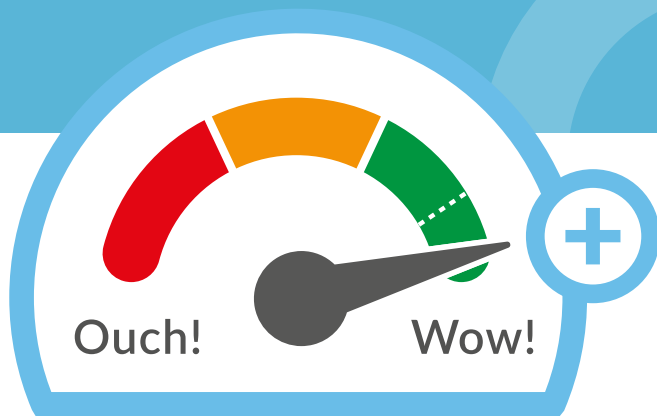
**All of our training is highly interactive with a sense of fun.**

**We use:**

- Authorised materials from Personal Strengths Publishing that create real insight and understanding.
- Group discussions focussed on your business.
- Individual exercises to ensure participation levels are high.

We also ask each of our participants to action plan to implement their learning.

**Contact us to discuss how we can raise the standards of customer service in your company.  
We will design and deliver your training to meet the needs of your business. [We'd love to hear from you.](#)**



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**Take advantage of our Customer Excellence Plus training. This is a minimum half day module and will be designed around your business needs and will dramatically help your team understand themselves and their customers.**

Ask to see our testimonials and case studies for evidence of how our training has made a real difference. Our Customer Excellence Plus training pays for itself through:

- Increased business from delighted customers who come back, spend more and tell their friends to do the same.
- Enhancing your reputation as a provider of great customer service.
- Less time spent on complaints.
- Reduced spend on discounts and compensation.



“ The training also helped them to work together as a team. We are absolutely thrilled with the results. The feedback from our staff has been really positive and they have put the theory into practice straight away in the business. Is it worth the investment? It certainly is.

**Sali Brown**, managing director  
Chelton Brown, Northamptonshire

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# Handling Complaints Training

**Building on our previous CORE<sup>®</sup> and Customer Excellence Plus training session(s), we focus on handling those tricky situations to turn those Ouch! moments into Wow! moments. This session involves skills practice to embed the learning.**

## **As a result of our training your team will be able to:**

- Follow a simple but effective method of handling complaints effectively.
- Increase their confidence in handling aggressive situations.
- Disagree safely.
- Practice their skills and receive feedback from our trainer(s).

## **All of our training is highly interactive with a sense of fun.**

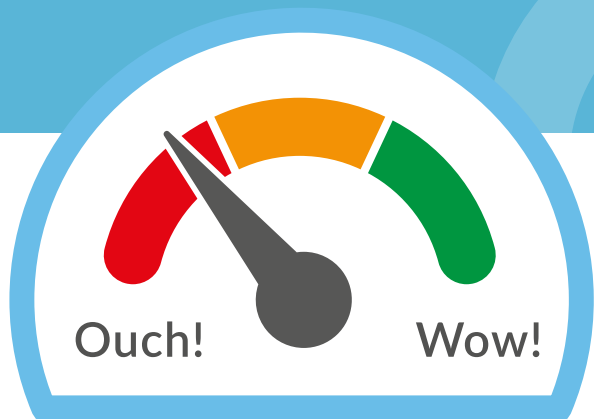
### **We use:**

- High quality video as best practice examples to follow.
- Group discussions focussed on your business.
- Individual exercises to ensure participation levels are high.

We also ask each of our participants to action plan to implement their learning.

**Contact us to discuss how we can raise the standards of customer service in your company.  
We will design and deliver your training to meet the needs of your business. [We'd love to hear from you.](#)**





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**Handling complaints and dealing with customers in difficult situations is key to delivering customer service excellence. This is a minimum half day module and will be designed around your business needs.**

Ask to see our testimonials and case studies for evidence of how our training has made a real difference. All of our Customer Excellence training pays for itself through:

- Increased business from delighted customers who come back, spend more and tell their friends to do the same.
- Enhancing your reputation as a provider of great customer service.
- Less time spent on complaints.
- Reduced spend on discounts and compensation.



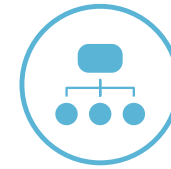
“ Beyond Theory have added value to our strategic direction. Now it’s clear that we buy into our vision. The training has given us clarity and we now also communicate better as a team. People now understand what is needed and why. This helps our results as we now have people doing the right things.

**Syrita Foster**, finance & HR manager,  
Arolite, Wellingborough

”



Employee  
Engagement



Leadership &  
Management



Customer  
Excellence

**We are so much more than any other business training and coaching consultancy. We pride ourselves on our ability to understand your business and demonstrate tangible results in everything we do.**

We will help you to:

- Create a strategy to motivate and engage your team to deliver fantastic results.
- Improve leadership skills within your business so your teams feel inspired and enthused to deliver great service.
- Increase business growth by delivering Wow! moments to your customers so they come back for more and tell others to do the same.

**If you want to improve your business and you like what we offer, then [we'd love to hear from you.](#)**

**Paul Beesley**, director and senior consultant

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**Beyond (noun):** Something that lies outside the scope of the ordinary experience

**Theory (noun):** A set of ideas, based on evidence and careful reasoning which offers an explanation of how things work or why things happen