



Diversity & Customer Service Training Course

Full-Day

Course Aims:

To identify and understand different population groups and the common cultural differences presented by a diverse customer base, helping participants understand how their own behaviours impact on the customer cycle, and providing practical tools to identify and assess diversity and customer service risks in their own workplace.

Course Overview

The increasing diversity of our modern day society can dramatically change the profile of the customer base and the definition of customer service. Embracing and understanding the diversity of your customers is the first step in addressing the link between customer satisfaction and diversity. However, this course goes further in looking at how service providers must begin to examine the way in which their own behaviour impacts on customers and understand how to be more open, respectful, and responsive to customers whose backgrounds and values may be different to their own. The course identifies some of the common requirements from diverse groups and will provide you with the practical tools to assess customer service risks, understand the customer cycle, and develop action plans back in the workplace.

Course Content

- Differences between Equal Opportunities and Diversity
- Challenging perceptions - stereotypes and prejudices and linking to customer experience
- Equal Opportunities legislation – protected characteristics
- Identifying the different population groups and some of the common requirements from diverse service users
- Diversity & Cultural Awareness handbook
- Diverse-City board game – understanding your customers
- Practical activity – identifying your customers and their diverse expectations
- Behavioural impact – case studies
- Meeting expectations and the impact of getting it wrong – the Customer Service Cycle, delivering service excellence
- Why is it so important anyway? Customer feedback opportunities, what these mean for the business, shared customer service culture
- Positive communication with customers – common cultural differences/barriers, visual vs verbal, managing conflict
- Practical activity – tools to assess diversity and customer service risks, assessing potential positive/negative impacts - individuals and service action plan
- Customer service and diversity quiz

Suitable for:

- Team members who provide a service to internal and external customers
- Team members who have limited experience of the impacts of diversity on customer service or want to extend their general knowledge around this subject
- Managers responsible for establishing diversity and customer service processes within their organisation