

This series of half day programmes covers the key elements for providing luxury service to discerning customers.
Our programmes are suitable for anyone who has an ambition to deliver world-class service.

Programme	Content	Date
Fundamentals of great service	Verbal and non-verbal communications Fundamental luxury standards Importance of using the customer's name Exceptional welcome and fond farewell	Thursday, January 31 Half day session
Ultimate customer experience	The customer journey Customer experience vs customer service Crafting perfect moments	Friday, February 1 Half day session
Ultimate customer recovery	Dealing with dissatisfied customers Spirit of generosity Personalised recovery	Tuesday, February 5 Half day session
Understanding luxury service	Elements of luxury Luxury mind-set Moments of luxury Your purpose and service	Friday, February 8 Half day session
Creating brand 'you'	Your personal brand Being emotionally intelligent Small talk Building rapport	Tuesday, February 12 Half day session

To make a booking, please contact: dcacademy.DCL@dorchestercollection.com or telephone: +44 (0)20 7319 7590

All programmes include refreshments and complimentary WI-FI. Rates exclude VAT. Limited availability. To privatise a session for your company, please note that we will require a minimum of 6 people. All sessions to be prepaid via bank transfer prior to the session date.

CUSTOMER SERVICE SESSIONS - DESCRIPTIONS

The Fundamentals of great service: An entry level course that cover all the basic needs to working the luxury customer service industry. You will explore how to maximise your communication through your verbiage and body language, discover the power behind using the customers' name and how to deliver an exceptional welcome.

Ultimate customer experience: Developing on the Fundamentals the focus in this course is on giving the ultimate in customer experience to each individual customer looking at a variety of service interactions with customers that live a luxury lifestyle.

Ultimate customer recovery: Sometime things go wrong but rarely is it this that causes your customers to become disengaged. It is the way that the situation is dealt with that leave a lasting impression. This course explores how to deal with customers who are unhappy and how to deliver the ultimate service recovery to leave them as lifelong ambassadors for your business.

Understanding luxury service: Understanding how to deliver a luxury service underpins the luxury market today. During this course you will explore the key elements of emotional luxury. Discovering how to use everyday information gathered during service interactions to deliver a bespoke and personalised experience to your discerning customers.

Creating brand you: This session will focus on some key areas, which will see you build skills and confidence in knowing your personal brand and what it means to reflect this in everything you do. It will also look at proactively engaging in meaningful conversations that will build and develop meaningful business relationships. We will be using the theory of emotional intelligence throughout.