

# Course Overview



**Staying connected with your customers is vital. The more feedback you get, the more you will learn about what your customers want, and how to give it to them.** In this module, I want to share with you how to:

- Celebrate success
- Understand the difference between feedback vs complaints
- Empathise with your customers

When forager bees come back into the hive, they need to locate a receiver bee to exchange nectar. The bees are adept at using feedback to stay in touch with their floral environment and the state of the hive.

***At the end of this module, you will know how to listen to feedback from both internal and external customers, which will enable you to adapt to deliver better services.***

**Time:**

Presentation and PowerPoint 25 mins

Exercises 2 hours

**Downloadable Templates:**

- Full Slides
- Customer Complaint Handling Guide