

Customer Service

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

This course will look at all types of customers and how we can serve them better and improve ourselves in the process. Participants will be provided a strong skill set, including in-person and over the phone techniques, dealing with difficult customers and generating return business.

Objectives

State what customer means | Recognize how attitude affects customer service | Identify customer's needs | Use customer service to generate return business | Provide outstanding customer service over the phone | Deal with difficult customers

Customer Service Course Outline:

Module One: Understanding Customer Service

- > Describe customer service benefits
- > Recognize the importance of internal customer service
- > Identify how customer service benefits you
- > Excel with customer service

Module Two: Identifying How Customers Define the Success of Your Company

- > Recognize trends in customer service
- > Identify criteria for customer satisfaction

Module Three: Increasing Customer Satisfaction

- > Identify characteristics of the personal touch
- > Create lasting positive impressions on your customers

Module Four: Providing Face-to-Face Customer Service

- > Identify categories of face-to-face contact
- > Understand the critical success factors in face-to-face customer service
- > Identify the characteristics of active listening

Module Five: Providing Remote Customer Service

- > Identify remote customer service communication channels
- > Apply remote customer service best practices

Module Six: Engaging Difficult Customers

- > Serve difficult customers
- > Manage angry customers
- > Deal with difficult or unhelpful colleagues

Module Seven: Increasing Customer Loyalty

- > Optimize moments of truth
- > Recognize the value of customer complaints
- > Identify the stages of the service recovery process