



Excellence in Customer Service (Basic)

Summary

Length: 8 hours Level: Foundational

As a customer service representative, you are expected to handle customer interactions in the best way possible. The expectations of both your company and your customers hinge on your ability to provide the right service in the right way. In this course, you will explore the background and techniques of customer interactions. Providing quality customer care ensures that every single contact with your company is a positive experience.

Learning Objectives

In this course, you will explore the background and techniques of customer interactions.

You will:

- Describe the benefits of customer service, identify internal customers, identify the benefits to you of giving good customer service, and identify how you can help your company to excel.
- Identify the major trends in customer service today and the combination of criteria required for customer satisfaction.
- Identify the benefits of bringing respect, emotional support, and a personal touch to customer interactions, and apply the personal touch to customer interactions.
- Identify the six categories of face-to-face communication, the critical success factors in face-to-face communication, and the benefits of actively listening to your customers.
- Identify remote customer service communication channels and apply remote customer service best practices.
- Identify guidelines for handling unreasonable customers, explore ways to handle angry customers, and identify guidelines for handling unhelpful colleagues.
- Take action to increase the loyalty of the customers you serve. You will also identify guidelines for dealing with moments of truth, identify the benefits of customer complaints, identify the steps in the service recovery process, and analyze the moments of truth in a real-life situation.

Course Outline

1. Understanding Customer Service

Describe Customer Service Benefits
Recognize the Importance of Internal Customer Service
Identify How Customer Service Benefits You
Excel with Customer Service

2. Identifying How Customers Define the Success of Your Company

Recognize Trends in Customer Service
Identify Criteria for Customer Satisfaction

3. Increasing Customer Satisfaction

Identify Characteristics of the Personal Touch
Create Lasting Positive Impressions on Your Customers

4. 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

5. Providing Remote Customer Service

Identify Remote Customer Service Communication Channels
Apply Remote Customer Service Best Practices

6. Engaging Difficult Customers

Serve Difficult Customers
Manage Angry Customers
Deal with Difficult or Unhelpful Colleagues

7. Increasing Customer Loyalty

Optimize Moments of Truth
Recognize the Value of Customer Complaints
Identify the Stages of the Service Recovery Process

Audience

This course is intended for customer service professionals with any level of experience who want to expand their knowledge, improve their skill set, and increase the understanding of customer benefits.

Prerequisites

To ensure your success, we recommend you have some level of work experience in any of a variety of organizational settings, and general end-user computer and Internet skills.