Customer Service

Duration: 1 Day
Method: Instructor-Led Training (ILT) | Live Online Training

Course Description

As a customer service representative, you are expected to manage 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, participants will explore the background and techniques of customer interactions.

Target 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 their understanding of customer benefits.

Prerequisites

To attend this course, candidates must have:

- Work experience in any of a variety of organizational settings
- General end-user computer and Internet skills which can be obtained by completing either of the following courses if they do not have the equivalent knowledge:
  - *Using Microsoft® Windows® 10*
  - *Microsoft® Office Word 2016: Part 1 (Desktop/Office 365™)*

Course Objectives

Upon successful completion of this course, attendees will be able to:

- Describe the benefits of customer service, identify internal customers, identify the benefits of giving good customer service, and identify how they can help their 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.

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Course Objectives *Continued*

Upon successful completion of this course, attendees will be able to:

- 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 their customers.
- Identify remote customer service communication channels and apply remote customer service best practices.
- Identify guidelines for handling unreasonable customers, explore ways to manage angry customers, and identify guidelines for handling unhelpful colleagues.
- Take action to increase the loyalty of the customers they serve.
- Identify guidelines for dealing with moments of truth, identify the benefits of customer complaints, identify the steps in the service recovery process, and analyse the moments of truth in a real-life situation.

Course Topics

Module 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

Module 2: Identifying How Customers Define the Success of Your Company

- Recognize Trends in Customer Service
- Identify Criteria for Customer Satisfaction

Module 3: Increasing Customer Satisfaction

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

Module 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

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Course Topics *Continued*

Module 5: Providing Remote Customer Service
- Identify Remote Customer Service Communication Channels
- Apply Remote Customer Service Best Practices

Module 6: Engaging Difficult Customers
- Serve Difficult Customers
- Manage Angry Customers
- Deal with Difficult or Unhelpful Colleagues

Module 7: Increasing Customer Loyalty
- Optimize Moments of Truth
- Recognize the Value of Customer Complaints
- Identify the Stages of the Service Recovery Process

ACTIVITIES INCLUDED

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