

Customer Service – Objectives

By the end of this course, participants will be able to:

- State what customer service means in relation to all your customers, both internal and external
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers

Customer Service – Outline

Module 1: Who We Are and What We Do?

- Who Are Customers?
- What Is Customer Service?
- Who Are Customer Service Providers?

Module 2: Establishing Your Attitude

- Appearance Counts!
- The Power of a Smile
- Staying Energized
- Staying Positive

Module 3: Identifying and Addressing Customer Needs

- Understanding the Customer's Situation
- Staying Outside the Box
- Meeting Basic Needs
- Going the Extra Mile

Module 4: Generating Return Business

- Following Up
- Addressing Complaints
- Turning Difficult Customers Around

Module 5: In-Person Customer Service

- Dealing with At-Your-Desk Requests
- The Advantages and Disadvantages of In-Person Customer Service
- Using Body Language to Your Advantage

Module 6: Giving Customer Service over the Phone

- The Advantages and Disadvantages of Telephone Communication
- Telephone Etiquette
- Tips and Tricks

Module 7: Providing Electronic Customer Service

- The Advantages and Disadvantages of Electronic Communication
- Understanding Netiquette
- Tips and Tricks
- Examples: Eliminate Electronic Ping Pong

Module 8: Recovering Difficult Customers

- De-Escalating Anger
- Establishing Common Ground
- Setting Your Limits
- Managing Your Own Emotions

Module 9: Understanding When to Escalate

- Dealing with Vulgarity
- Coping with Insults
- Dealing with Legal and Physical Threats

Module 10: Ten Things You Can Do to WOW Customers Every Time

- Ten Tips