

Customer Service Essentials

Course Summary

Description

This course provides an introduction to essential customer service skills by focusing on three key dimensions – understanding customer expectations; the importance of effective communication skills; and maintaining a positive attitude to the job.

Objectives

After taking this course, students will be able to:

- Describe the factors essential to providing excellent customer service,
- Describe how to effectively communicate with customers for mutual benefit,
- Describe how to maintain a positive and focused attitude.

Topics

- Understanding Customer Expectations and Customer Relationships
- Understanding Damaged Expectations
- Listening for Customer Service
- Communicating to Customers to Build, Maintain and Repair Relationships
- Maintaining a Positive Attitude
- Resolving Conflict

Audience

This course is designed for any customer service personnel.

Prerequisites

There are no prerequisites for this course.

Duration

Two days

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Course Outline

I. Understanding Customer Expectations and Customer Relationships

- A. Understanding the role of personality and related behavior in building, strengthening and repairing customer relationships
- B. Learning to understand and appreciate the customer's perspective
- C. How customer expectations influence customer service interactions
- D. Taking a proactive approach to managing customer expectations

II. Understanding Damaged Expectations

- A. How damaged expectations influence customer service interactions
- B. Strategies for dealing with irate customers

III. Listening for Customer Service

- A. Using active listening to improve understanding of customer needs

IV. Communicating to Customers to Build, Maintain and Repair Relationships

- A. Developing a personal communication strategy to deal with customers
- B. Using effective communication skills to build the customer relationship

V. Maintaining a Positive Attitude

- A. Strategies for building and maintaining a positive attitude to customer service
- B. Coping with customer service related "stress"

VI. Resolving Conflict

- A. Identifying and using facts to manage emotional situations and identify potential solutions to damaged customer expectations
- B. Working to negotiate a win/win interests based outcome focused on achieving what the customer needs within the context organizational constraints

Additional Options for this Course Outline

VII. Manager & Supervisor Strategies for Building a Positive Customer Service Workforce

- A. Identifying and developing manager and supervisor strategies that support the customer service principles and strategies covered in the course.

VIII. Connecting Long-Term Customer Service Objectives to Reward and Recognition

- A. Identifying and developing a long-term strategy that supports customer service objectives and reinforces and rewards key customer service behaviors. This is a comprehensive approach that can be tied to a Customer Service "Best Practices" framework to further reinforce a long-term customer service focus.