

## Customer Service Training Course Outline

### Foreword:

In order to create customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service. In order to achieve this it is important to ask yourself some questions:

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- Currently how do you improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen to your customers and their needs?
- Do you currently listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritised?

This Customer Service Training Course is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service.

### Outcomes:

- Explain what customer service means in relation to internal & external customers
- Recognise how one's attitude affects service standards
- Master ways to develop & maintain a positive, customer focused, attitude
- Develop needs analysis techniques to better address customer needs
- Apply outstanding customer service techniques to generate return business
- Practice techniques for developing good will through in-person customer service
- Formulate take away techniques for service excellence over the phone
- Gain insight to connecting with customers online
- Master techniques for dealing with difficult customers
- Acquire tools for recovering difficult customers
- Understand when to escalate

#### Customer Service Training Course - Lesson 1 Who we are and What we do

- Who are customers (internal/external)
- What is customer Service?
- Who are customer Service Providers?

#### Customer Service Training Course - Lesson 3 Identifying and Addressing their Needs

- Understanding the customer's problem
- Staying outside the box (not jumping to conclusions)
- Meeting basic needs
- Going the extra mile

#### Customer Service Training Course - Lesson 5 In-Person Customer Service

- Dealing with at-your-desk requests
- The advantages and disadvantages of in-person communication
- Using body language to your advantage

#### Customer Service Training Course - Lesson 7 Providing Electronic Customer Service

- The advantages and disadvantages of electronic communication

#### Customer Service Training Course - Lesson 2 Establishing your Attitude

- Appearance counts! (even if not in person)
- The power of the smile
- Staying energised
- Staying positive

#### Customer Service Training Course - Lesson 4 Generating Return Business

- Following up
- Addressing complaints
- Turning difficult customers around

#### Customer Service Training Course - Lesson 6 Giving Customer Service over the Phone

- The advantages and disadvantages of telephone communication
- Telephone etiquette
- Tips and tricks

#### Customer Service Training Course - Lesson 8 Recovering Difficult Customers

- De-Escalating anger
- Establishing common ground

# Sample Customer Service Training Program Outline Template

**Ensheng Dong**



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