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 oustomer 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 oustomers 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 oustomer service.

Outcome sc.

- Explain what oustomer service means in relation to internal & external oustomers.
- 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 oustomer needs
- Apply outstanding oustomer service techniques to generate return business.
- Practice techniques for developing good will through in-person oustomer service.
- Formulate take away techniques for service excellence over the phone.
- Gain insight to connecting with oustomers 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 ourstoner Service?
- Who are oustomer 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
- Starying energised.
- · Staying positive

Customer Service Training Course - Lesson 4 Generating Return Business

- Edilowing 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 III Recovering Difficult Customers

- De-Escalating anger.
- · Establishing common ground

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Wenbin Ji

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