

## 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 engaged
- 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

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## **Table of Contents Sample Customer Service Training Program Outline Template**

1. Understanding the eBook Sample Customer Service Training Program Outline Template
  - The Rise of Digital Reading Sample Customer Service Training Program Outline Template
  - Advantages of eBooks Over Traditional Books
2. Identifying Sample Customer Service Training Program Outline Template
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Sample Customer Service Training Program Outline Template
  - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Customer Service Training Program Outline Template
  - Personalized Recommendations

- Sample Customer Service Training Program Outline Template User Reviews and Ratings
- Sample Customer Service Training Program Outline Template and Bestseller Lists
- 5. Accessing Sample Customer Service Training Program Outline Template Free and Paid eBooks
  - Sample Customer Service Training Program Outline Template Public Domain eBooks
  - Sample Customer Service Training Program Outline Template eBook Subscription Services
  - Sample Customer Service Training Program Outline Template Budget-Friendly Options
- 6. Navigating Sample Customer Service Training Program Outline Template eBook Formats
  - ePub, PDF, MOBI, and More
  - Sample Customer Service Training Program Outline Template Compatibility with Devices
  - Sample Customer Service Training Program Outline Template Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Sample Customer Service Training Program Outline Template
  - Highlighting and Note-Taking Sample Customer Service Training Program Outline Template
  - Interactive Elements Sample Customer Service Training Program Outline Template
- 8. Staying Engaged with Sample Customer Service Training Program Outline Template
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Sample Customer Service Training Program Outline Template
- 9. Balancing eBooks and Physical Books Sample Customer Service Training Program Outline Template
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Sample Customer Service Training Program Outline Template
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Sample Customer Service Training Program Outline Template
  - Setting Reading Goals Sample Customer Service Training Program Outline Template
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sample Customer Service Training Program Outline Template
  - Fact-Checking eBook Content of Sample Customer Service Training Program Outline Template

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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