

Providing Outstanding Customer Service

Overview

This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

Target Audience

Operations managers, account representatives, customer service staff, help desk and technical support, and anyone working directly with customers.

Course Objectives

After completing this course, students will be able to:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

Course Outline

1 - Customer Service – A Baseline

Recognizing Your Customers
Understanding Your Role in Customer Service

2 - Developing A Customer Service Mind-Set

Leveraging Your First Impression
Feeling Positively About Customers
Mastering Moods and Emotions

3 - Identifying Customer Needs

Understanding the Customer's Situation
Avoiding Assumption and Prejudgment
Meeting Basic Needs
Seeking to Exceeding Expectations
Building Repeat Relationships

4 - Connecting with the Customer

Achieving Authenticity through Body Language
Responding Effectively to Problems
Mastering Online Etiquette
Seeking Customer Feedback

5 - Dealing with Difficult Situations

Effectively Addressing Complaints
De-escalating Anger
Establishing Common Ground
Remaining Calm, Respectful and Objective

6 - Effectively Addressing Complaints

Creating a Memorable Customer Experience
