

Course duration

- 1 day

Course Benefits

- Understand customer service.
- Identify internal and external customers.
- Learn how to interact positively with customers.
- Develop a positive attitude.
- Learn to communicate effectively.
- Learn to create and implement service standards.
- Learn to evaluate and monitor service standards.
- Learn to create memorable customer service.

Available Delivery Methods

Public Class

Public expert-led online training from the convenience of your home, office or anywhere with an internet connection. Guaranteed to run .

Private Class

Private classes are delivered for groups at your offices or a location of your choice.

Self-Paced

Learn at your own pace with 24/7 access to an On-Demand course.

Course Outline

1. Customer Service Basics
 1. Defining Customer Service
 2. Internal and External Customers
 1. Internal Customers
 2. External Customers
 3. Interacting with Customers
 1. Amiable Customers
 2. Aggressive Customers
 3. Angry Customers
 4. Handling Stress

4. Understanding What the Customer Wants
2. Developing Responsible Customer Service Skills
 1. Developing a Positive Attitude
 1. Good People Skills
 2. Going a Step Beyond What Is Expected
 1. Active Listening
 3. Dealing with Complaints and Problems
 1. Problem Resolution
3. Developing Verbal and Nonverbal Communication
 1. The Basics of Communication
 1. Tone
 2. Pitch
 3. Volume
 2. Customer Communication
 1. Building Rapport
 2. Establishing Credibility
4. Customer Service Best Practices
 1. Creating Customer Service Standards from Best Practices
 2. Implementing Service Standards
 1. Service Standards and Job Descriptions
 2. Service Standards and Employee Orientations
 3. Service Standards and Ongoing Training
 4. Service Standards and Performance Reviews
 3. Monitoring Service Standards
 1. Management Role
 2. Service Team Role
 4. Maintaining Service Standards
5. Attracting Loyal Customers
 1. Create Memorable Service
 1. Service Above and Beyond
 2. Great Customer Service Examples
 2. Develop Loyal Customers
 1. Reward Loyal Customers
 2. Survey Customers
 3. Involve Loyal Customers
 4. Keep in Touch with Loyal Customers
 5. Thank Loyal Customers
 3. How Loyal Employees Impact Customers
 1. Measuring Employee Loyalty
 2. Employee Job Satisfaction

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the

class examples.