



## Customer Service Essentials

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the frontlines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their paychecks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers. This workshop will look at all types of customers and how we can serve them better and improve ourselves in the process.

### Focus

This module is designed for all employees who need to recognize the strategies of better customer service with respect to attitude, customer's needs, difficult situations and generating return business.

**Length** 5 Hours

### Performance Objectives

- Interpret what customer service means and explore how your attitude affects customer service.
- Identify your customer's needs and use superior customer service to generate return business.
- Compare and contrast customer service in-person, over the phone and through online tools.
- Effectively deal with difficult customers.
- Apply on-the-job ten things you can do to impress the customer.

### Course modules include:

#### **Customer Service Basics and Your Attitude**

This module reviews customer service and the necessity to put positive energy into every interaction.

#### **Customer Needs and Return Business**

This module dissects how to determine a customer's needs and the importance of follow-up in return business.

#### **Using Different Types of Communication**

This module provides tips and tricks, etiquette and the advantages and disadvantages of each type of customer service.

#### **Difficult Customers**

This module demonstrates scenarios of difficult customers and how to respond appropriately.

#### **Excelling in Customer Service**

This module examines ten strategies of outstanding customer service.