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.