



Customer Service Fundamentals

Course Overview

As most companies commit to fantastic customer service, some deliver better than others. This two-day seminar is based on the six critical elements of customer service. When a company incorporates these elements, customers receive better experiences. When a company can consistently delight their customers, the company can ultimately be more competitive.

Recommended for: For people working in serving customers in all forms, either through call centres or face to face.

Format: Instructor-led

Duration: Two Days

Learning Objectives

- Incorporate the critical factors of customer service
- Establish a customer focused approach
- Recognize how your conduct affects the behavior of others
- Solve problems with confidence and skill
- Work with problematic customers using specific techniques
- Make the commitment to outstanding customer service



Course Outline

- Unit 1: What Is Customer Service?
 - Six Vital Elements of Customer Service
 - Element One: A Customer Service Focus
 - Everyone Is a Customer
 - Understanding Customer Expectations
- Unit 2: Pre-Assignment Review
- Unit 3: Setting Personal Goals
 - What's in a Personal Vision Statement?
 - Having a Dream and Setting Goals
- Unit 4: Element Two – How Your Organization Sets Customer Expectations
- Unit 5: Element Three – How Well Employees Deliver Customer Service
- Unit 6: The Art of Communication
 - What Is Communication?
 - Asking Questions with Purpose
- Unit 7: Skillful Telephone Techniques
 - Telephone Conversation Basics
 - Handling Routine Customer Requests
 - Tips for Telephone Conversations
- Unit 8: Handling Difficult Customer Situations
 - Learning to be Assertive
 - Getting to the Heart of the Matter
 - The Three Fs
 - Difficult People Come in All Types
- Unit 9: Element Four – How Quickly and Accurately You Solve Problems
 - Reduce the Tension
 - Six Steps to Resolve Problems
 - The Customer Recovery Process
- Unit 10: Element Five – Measure What Matters
- Unit 11: Element Six – Reinforce Customer Service Excellence
- Unit 12: Get the Stress Out



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