

# Customer Service Excellence

## Course Overview

Phenomenal customer service is not just a differentiator in the marketplace; it's the expectation of every customer. They want an experience that is engaging and focused on their point of view. This customer-centric approach to customer service is vital and can only be accomplished if organizations make it their mission to build a strong customer service culture. In this course, customer service professionals will learn how to be successful by using powerful communication skills, exercising customer service fundamentals, handling difficult situations and creating a culture of service.

## Module 1

### Considering Customer Experience in Customer Service

Learn how the customer's experience can be included in the organization's customer service delivery.

- Explain the value that customer service provides in retaining customers and improving the customer experience
- Describe customer experience and how organization brand influences customer experience and service
- Identify when and where customer engagement occurs within the organization and how it relates to what the customers experience

## Module 2

### The Customer's Point of View

Taking the customer's point of view is essential in understanding what the customer needs.

- Define the expectations and basic needs of customers
- Summarize what it means to be customer-centric and how that makes customers feel valued and important
- Discuss the benefits of adopting the customer's point of view and client advocacy

## Module 3

# Creating a Customer Service Culture

Discover how to create a culture of pride, authenticity and dedication that shows in everything an organization does.

- Discuss how clearly defined values, mission and accountability contribute to a culture of customer service excellence
- Identify the characteristics of an organizational customer service culture
- Explain how to create a long-term plan for sustaining the organizational commitment to a customer service culture

## Module 4

# Three Guiding Principles for Customer Service

While customer service jobs can differ by industry, function and focus, the guiding principles are the same across all customer experiences.

- Define the various soft skills needed to project a professional image in all customer experience interactions
- Explain how creative problem solving can increase customer satisfaction and leave an excellent first impression
- Discuss how having thorough knowledge in the ways your products and services benefit your customers has a direct correlation to the customer experience

## Module 5

# Powerful Customer Service Communication Skills

Customer service is predicated on powerful communication skills such as listening, asking questions and building trust.

- Explain how proper listening techniques allow for reading situations and customers to provide service that exceeds the customer's expectations
- Identify the different questioning methods and techniques to use, depending on the type of customer interaction
- Discuss how word choice can build trust, inspire confidence and set the tone for a quality customer experience

## Module 6

# Handling Difficult Situations

Customer service professionals must be able to reframe a potentially negative experience and find a way to make it valuable, promising and beneficial.

- Explain how to effectively recognize and handle difficult customer reactions in order to avoid a poor customer service experience
- Discuss how to successfully handle the different customer complaint types by exhibiting a solution-oriented approach
- Identify techniques for managing anger and stress in the workplace to avoid burnout

## Optional

# Powerful Communication Skills—Chat/Email

# Powerful Communication Skills—Telephone