Customer Service Excellence

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**