

Customer Service Excellence

Course Objectives

Successful completion of this course will increase your ability to:

- Distinguish the different types of customers, appreciate the importance of customer service, build rapport and communicate with internal and external customers, and respond to customers while exceeding their expectations.
- Develop customer service skills, provide quality customer service, and solve customer service problems.
- Understand customer dissatisfaction, work with customers who are either angry or upset, and reduce customer service stress.
- Understand the importance of effective communication, identify the importance of interpersonal communication, provide quality service on the telephone, and compose effective e-mail messages.

How You Will Benefit

Don't just talk about providing better customer service – make it a reality! Customer service reps are at the heart of the best modern organizations for a good reason- they help the organization succeed and prosper by serving the needs of the customer. Problem solving, product and policy information, and good listening skills are the tools of a good Customer Service Rep. The objective of their effort is customer satisfaction.

This course will help you achieve your customer service goals. Whether you work with customers face-to-face, by phone, or via the internet, this course will help both employees and managers examine their attitudes about internal and external customer service in five critical areas:

1. Having a positive attitude toward customers
2. Encouraging customer feedback
3. Responding to customer problems
4. Developing repeat relationships
5. Seeking to exceed customer expectations

This program leverages an assessment of guidelines to help you calm angry customers. Once you bring them around, they're more likely to work with you to find a resolution that solves their complaint yet is fair to your organization.

You'll learn to:

- Connect with the angry customer
- Show empathy or apologize if appropriate
- Guide the customer's attention toward solving the problem
- Know what you can offer
- Customer Service is an ART:
 - Attention - Make the customer feel like they're your first priority
 - Respect - Recognize the customer's value
 - Time - Spend enough time to satisfy the customer

Key Topics Covered

This course explores the following subjects in depth:

- Customer Service Fundamentals
- Customer Service Skills
- Customer Management
- Customer Communication

What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts through role-play
- Thorough set of materials: Participant Guide and one-page RM Desk Reference

Length of Course - 1 Day

Audience - General Staff



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