



Course: **Professional Customer Service Training – Maximising Customer Satisfaction**

Contact Hours: **18**

Pre-requisite: **None**

Abstract

This course will train participants to be excellent customer service practitioners. The course will ensure participants learn the skills and knowledge required to satisfy diverse customers in diverse industries.

Target Audience

This course targets the following persons: customer services representatives, supervisors, marketing and sales representatives, employees in the hospitality industry, persons aspiring to work in the customer service industry, and all employees employed in the roles that require direct customer interaction.

Learning Outcomes

Upon completing this course, participants will be able to:

1. Fully understand the foundation of Customer Service;
2. Recognize significant issues that must be considered in respecting “culture” in customer communication;
3. Detail the approach to establishing rapport with a customer;
4. Master effective Telephone Customer Service;
5. Know what is important to the E-Customer and discuss ways to adapt company websites to depict accessibility;
6. Use basic conflict resolution techniques;
7. Outline the Service Recovery Process.

Course Content

The Basics of Customer Service (Learning Outcome #1)

- First Impressions Matter
- Courtesy Counts
- Attitude is everything
- Doing the Right Thing: Ethical Issues
- Summary
- Exercises

The Power of Communication (Learning Outcome #2)

- Saying what you mean and meaning what you say
- The Right Words and Phrases
- Verbal Dos and Don'ts
- What you don't say: Non-verbal Communication
- Putting words together: Grammar Usage
- Asking the Correct Questions and Answering the Questions Correctly
- When the Customer Says No, Listen to the Customer's Objection
- Listening Actively
- Exercises

Relationship-Building (Learning Outcome #3 & Learning Outcome #4)

- Establishing Rapport
- Interacting Positively with Customers
- Identifying Customers' Needs
- The Internal Customer
- Making the Customer Feel Valued
- Maintaining Ongoing Relationships
- Different Strokes: Handling Different Types of Customers
- Exercises

The Telephone and Customer Service (Learning Outcome #5)

- Putting Your Best Ear Forward: Listening Carefully
- Saying Hello: The Opener
- Between Hello and Goodbye: Helping the Customer
- Saying Goodbye: The Closer
- Telephone Style Checklist
- Exercises

The e-Customer (Learning Outcome #6)

- What does the e-Customer Expect?
- Hanging the Open Sign: Being Accessible
- Writing What You Mean: E-Mail Communication
- Exercises

The Difficult Customer (Learning Outcome #7)

- What is Going On: Determine the Reason for the Problem
- What Caused the Problem: Identify the Root Cause
- What can I do: Rectify the Situation?
- What can I say: Restore the Relationship
- What needs to be done: Fix What Needs to be Fixed
- Different Strokes: Handling Different Types of Customers
- Exercises

Customer Service Lessons for Life (Learning Outcome #8)

- The Service Recovery Process