1   COURSE OUTLINE

Course: ONLINE: Managing Customer Service

Contact Hours: 10 Contact Hours

Pre-requisite: None

1.1   Abstract

Have you ever encountered an unpleasant customer and not known what to do? Do you worry that you're not assertive enough with demanding people? Do you struggle to solve problems? Do you know who your customers are? Do you have individual and organizational goals to strive for?

This online program will help you in all of these areas, and more!

1.2   Target Audience

The course is designed for individuals who wish to improve their skills in dealing with demanding customers and develop confidence in managing customer relationships.

1.3   Learning Outcomes

- Recognize that service delivery is an individual response value.
- Understand how your own behavior impacts the behavior of others.
- Develop more confidence and skill as a problem-solver.
- Communicate more assertively and effectively.
- Learn some ways to make customer service a team approach.

1.4 Topics Covered

Session # 1   What is Customer Service
- The elements of good Customer Service
- Managing Customer's expectations
- Relationship between Customer's expectations and Service Delivery

Session # 2   Knowing and Dealing with different types of Customers
- Types of Customers
- Understanding Customer's needs and wants
- Dealing with different types of Customers

Session # 3   Solving Customer Service Problems
- The problem-solving process
- Working to reduce/eliminate Customer Service problems
- Service recovery

Session # 4   Preparing for excellent Customer Service delivery
- Importance of selecting the right individual
- Developing Customer Service process
- Assessment and Reward of Customer Service Delivery.