

Critical Elements of Customer Service

Course Overview

While many companies promise to deliver an incredible customer experience, some are better at supplying this than others. This course is designed around six critical elements of customer service that, when a company truly embraces them, bring customers back to experience service that outdoes the competition.

Learning Objectives

- Understand what a customer service approach is
- Understand how your own behavior affects the behavior of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Know how to provide excellent customer service

Course Description

Session One: Course Overview

Session Two: What is Customer Service?

Definitions
The First Critical Element – A Customer Service Focus

Session Three: Who Are Your Customers?

Session Four: Meeting Expectations

Session Five: Pre-Assignment Review

Session Six: Setting Goals

Creating a Personal Vision Statement
Identifying Dreams and Setting Goals
My Dreams and Goals

Session Seven: The Second Critical Element – Defined in Your Organization

Session Eight: The Third Critical Element – Given Life by the Employees

What Do You Think?
Suggested Answers

Session Nine: Communication Skills

Empathy
Defining Communication
Asking Questions

Session Ten: Telephone Techniques

Telephone Basics
Handling Everyday Requests
Tips and Tricks

Session Eleven: Dealing With Difficult Customers

Session Twelve: Dealing With Challenges Assertively

An Assertiveness Model
Making Connections

Session Thirteen: Dealing With Difficult People

Getting to the Heart of the Matter
The Three F's
Types of Difficult People

Session Fourteen: The Fourth Critical Element – Be a Problem Solver

Reducing Conflict
Problem Solving in Six Steps
Making Connections

Session Fifteen: Seven Steps to Customer Problem Solving

The Process
Making Connections

The Recovery Process

**Session Sixteen: The Fifth Critical Element –
Measure It**

Tools to Use

Measurement in Practice

**Session Seventeen: The Sixth Critical Element
– Reinforce It**

Reinforcement Techniques

Power Talk

Session Eighteen: Dealing With Stress

Session Nineteen: Self-Management

Self-Management

Making Connections

Time Management Tips

Where Do You Stand?

Organizing Your Workspace

Being Proactive