



# **Customer Service**

## **About the Course**

### **Designed for**

This customer service course is for anyone who is in a front-line position with direct customer contact.

### **Target Audience**

This customer service training course will provide the attendee with the essential skills for dealing with customers.

### **The Aims of the Customer Service Course**

The trainee will learn how deliver superior customer service and gain a greater understanding of customer needs and expectations, the confidence to deal with any given situation in a professional and personal way and a practical knowledge of how to provide answers, relate, control and close every customer transaction.

### **Pre-requirements**

None.

### **Teaching Approach**

The teaching approach contains a blend of lectures, practical exercises and group discussion and interaction.

### **Course Material**

The majority of this course is spent with a set of interactive exercises and projects so that those attending gain a firm understanding of customer service skills. Professionally presented course notes are provided and these may be retained for reference afterwards.

### **Duration**

This training program is one day in duration.

## **Course Outline**

### **Defining Customer Service**

What is Customer Service?  
Who is the Customer?  
Developing a Customer Service Strategy  
How Sharp Are Your Customer Service Skills?  
Knowing What Your Customer Really Wants

### **Developing Customer Service Skills**

Attitude is the Key to Success  
Understanding Customer Logic Theory  
Good Customer Service Habits  
Ineffective Customer Service Habits

### **Using Effective Body Language**

Understanding Body Language Basics  
Building Rapport using Eye Contact  
Understanding Facial Expressions  
Using Hand Gestures  
Having Good Posture

### **Using Your Voice Effectively**

Aspects of a Good Voice  
Identification of Common Voice Problems  
Practice Techniques for Improving Voice Quality

### **Listening Skills**

Are You a Good Listener?  
Learning Effective Listening Skills  
Five Facts About Listening  
What Did I just Hear?  
Ten Ways to Improve Listening

### **Learning Telephone Skills**

Understanding Telephone Etiquette  
Ending a Call

### **Building Blocks of Customer Service**

Understanding the Building Blocks  
Taking Ownership  
Listening and Taking Notes  
Utilizing Questioning Techniques  
Restating the Solution and Gaining Customer Agreement  
Follow-up

### **Working with Challenging Customers**

Challenging Customers  
Customer Types  
Dealing with the Feelings, first  
Managing a Challenging Customer  
The Rewards of Good Service

### **Managing Stress**

Understanding Stress  
Evaluating Individual Stress Factors  
The Science of Stress  
Ways to Alleviate Stress  
Relieving Stress with Relaxation Techniques