

Customer Service Training Outline

Course Length: 2 to 3 days

Course prerequisites: none

Overview

Customer Service – your customers don't want just good customer service, they demand GREAT customer service. Through lecture and hands-on exercises, this course will give you the skills you need to provide truly "World Class" customer service.

Course Content

Section I: Introduction

- Why Focus on Customer Service?
- The Power of Perception
- The Three Basic Elements

Section II: Customer Service and You

- Two Types of Companies
- Interesting Statistics
- Moments of Truth
- A Strategy For Improving Service
- Who Are Your Customers?
- What Do Your Customers Want?

Section III: Building Confidence and Credibility

- Why Do We Trust People?
- Building Credibility – The 30-Second Challenge
- Building Trust

- Making People Feel Like They Matter

Section IV: Communication Skills and Customer Service

- The Communication Cycle
- Non-Verbal Communication
- Eye Contact
- Body Language
- Non-Verbal – The First Hurdle
- Positive Customer Communication
- Speaking Positively
- Communicate Your Message Clearly
- Focus On Solutions
- Avoid Speaking Negatively
- Telephone Techniques

Section V: Active Listening

- The Message Content Formula
- Good Active Listening Traits
- Barriers To Active Listening
- Putting Active Listening Tools To Work
- Be An Empathetic Listener
- Tips On Becoming An Active Listener

Section VI: When Things Go Wrong

- Dealing With Angry People
- Handling Complaints
- Controlling Your Stress Level