

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

In this workshop you will look at all types of customers and how you can serve them better and improve yourself in the process. You will also learn six critical elements of customer service that will bring customers back to experience service that outdoes the competition!

## **COURSE CONTENT**

### **Session 1: Course Overview**

- Learning Objectives
- Pre-Assignment

### **Session 2: What is Customer Service?**

- What is Customer Service?
- Who Are Customer Service Providers?
- The Critical Elements of Customer Service
- The First Critical Element – A Customer Service Focus

### **Session 3: Who Are Your Customers?**

- Types of Customers

### **Session 4: Identifying and Addressing Customer Needs**

- Understanding the Customer's Situation
- Meeting Basic Needs
- Meeting Expectations
- Going the Extra Mile

### **Session 5: Setting Goals**

- Creating a Personal Vision Statement
- Identifying Dreams and Goals
- SMART Goals

### **Session 6: The Second Critical Element – Defined in Your Organization**

### **Session 7: The Third Critical Element – Given Life by the Employees**

- What Do You Think?
- Appearance Counts!
- The Power of a Smile
- Staying Positive

### **Session 8: Communication Skills**

- Empathy
- Defining Communication
- Asking Questions

### **Session 9: Telephone Techniques**

- Telephone Basics
- Handling Everyday Requests
- Tips and Tricks

### **Session 10: Dealing With Difficult Customers**

- Why are Some Customers Difficult?
- Customers Who Are Angry
- Customers Who Are Rude
- Customers With Different Cultural Values
- Customers Who Cannot Be Satisfied
- Following Up With a Customer
- Tips for Dealing With a Difficult Customer
- Understanding When to Escalate

### **Session 11: Dealing With Challenges Assertively**

- An Assertiveness Model

**Session 12: Dealing With Difficult People**

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

**Session 13: The Fourth Critical Element – Be a Problem-Solver**

- Reducing Conflict
- Problem Solving in Six Steps

**Session 14: Seven Steps to Customer Problem Solving**

- The Process
- The Recovery Process

**Session 15: The Fifth Critical Element – Measure It**

- Tools to Use
- Measurement in Practice

**Session 16: The Sixth Critical Element – Reinforce It**

- Reinforcement Techniques
- Power Talk

**Session 17: Generating Return Business**

- Following Up
- Addressing Complaints
- Turning Difficult Customers Around

**Session 18: How to WOW Your Customers**

- Six Tips
- The ABCs of Customer Service