

CUSTOMER SERVICE TRAINING

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COURSE LENGTH: 1.0 DAYS

How do you provide your customers exceptional customer service that exceed their expectations every time? This Customer Service course by PD Training teaches you the skills needed to turn your customers into “raving fans” who buy from you again and again.

This course teaches you the following skills: adopting the positive attitude of a customer service professional, how to actively listen to and anticipate your customers’ needs, the techniques for dealing with difficult customers, how to continuously improve your customer service skills and approaches and much more.

This comprehensive and valuable training course is now available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, Orlando, New York, Philadelphia, San Antonio and Seattle.

CUSTOMER SERVICE TRAINING COURSE OUTLINE

FOREWORD

To achieve customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service every time.

To achieve this, it is important to ask yourself some questions:

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- How many times do you get great feedback, compared to average or negative feedback?
- Are your competitors taking business or margin because they have better service?
- How do you improve your customer service skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritized?

This Customer Service Training Course is for professionals who want to make a significant contribution to their organizations' image or bottom line, and make their own lives easier by consistently providing exceptional customer service.

OUTCOMES

By the end of this course, participants will be able to:

- ▶ Explain what customer service means in relation to internal & external customers
- ▶ Recognize how one's attitude affects service standards
- ▶ Master ways to develop & maintain a positive, customer focused attitude
- ▶ Develop needs analysis techniques to better address customer needs
- ▶ Apply outstanding customer service techniques to generate return business
- ▶ Practice techniques for developing good will through face-to-face customer service
- ▶ Formulate take away techniques for service excellence over the phone
- ▶ Gain insight to connecting with customers online
- ▶ Master techniques for dealing with difficult customers
- ▶ Acquire tools for recovering difficult customers
- ▶ Understand when to escalate

MODULES

Lesson 1: Brand Ambassador or Brand Assassin?

- ▶ What is customer service?
- ▶ Customer Behaviour
- ▶ Why Customers Leave
- ▶ The Benefits of Brilliant Customer Service
- ▶ Module 1: Reflection

Lesson 2: Customer Diversity

- ▶ Cultural diversity and the global customer
- ▶ Generational differences
- ▶ Module 2: Reflection

Lesson 3: We choose to serve

- ▶ Customer Empathy
- ▶ Principles of great service
- ▶ Module 3: Reflection

Lesson 4: Communication – the key to great service

- ▶ Listening
- ▶ Writing
- ▶ Personal Style
- ▶ Module 4: Reflection

Lesson 5: Navigating the Negatives

- ▶ Learning from worst-case scenarios
- ▶ The Steps of Acknowledgement
- ▶ Handling Tough Situations
- ▶ Module 5: Reflection

Lesson 6: Creating a Service Culture

- ▶ Management Focus
- ▶ What can you do?
- ▶ Living the Culture
- ▶ Module 6: Reflection

Lesson 7: Reflections

- ▶ Create an Action Plan
- ▶ Accountability equals Action

WEB LINKS

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)