PROFESSIONAL DEVELOPMENT TRAINING

Customer Service Training

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1.0 DAY COURSE

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 is designed to empower you with the knowledge and techniques required to not only meet but surpass customer expectations. You'll gain a clear understanding of what customer service means for both internal and external customers. It will teach you to adopt a positive, customer-focused mindset, how to actively listen and to anticipate your customers’ needs.

Furthermore, you'll practice techniques for creating goodwill through face-to-face customer interactions and learn take-away strategies for achieving service excellence over the phone and across various platforms. You will master techniques for dealing with difficult customers and acquire tools for their recovery by understanding when and how to escalate situations for resolution, and much more.

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

Looking for a 3-hour Live Online version of the course? Click Here to View Our 3-Hour Virtual Customer Service Training Courses

What You’ll Gain:

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 to 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 goodwill 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?
- Who I Interact with and What I Do
- Defining Customer Service
- Customer Touchpoints
- Why Customers Leave
- Changes in Customer Behaviour
- Why We Should Keep Customers

Lesson 2: Customer Diversity

- Cultural Diversity and the Global Customer
- A Considered Approach
- Generational Differences
- Serving Different Generations

Lesson 3: We Choose to Serve

- Do we Choose to Serve?
- Customer Empathy
- Is Replacing Customer Service with Robots a Good Idea?
- Stepping Into Your Customer's Shoes
- Principles of Great Service
- How Well do You Apply the Principles of Great Service?

Lesson 4: Communication – the Key to Great Service

- Listening
- Active Listening
- Writing
- Written Communication
- Personal Style
- How Personal Style Influences Customer Service

Lesson 5: Navigating the Negatives

- Learning from Worst-Case Scenarios
- The Power of Leaning In
- The 'First' Response
- The Steps of Acknowledgement
- Practising the Steps of Acknowledgement
- Tough Customer Situations

Lesson 6: Creating a Service Culture

- A Question of Focus
- What Can I Do?
- The Courage to Act

Talk to our expert team

Phone:

Email: