



**Siyandza**  
EXPERIENCE LEARNING



# **CUSTOMER SERVICE**

## **OUTLINE**








## CUSTOMER SERVICE TRAINING: CRITICAL ELEMENTS OF CUSTOMER SERVICE



While many companies promise to deliver an incredible customer experience, some are better at doing this than others. This online course is designed around six critical elements of customer service that, when the company lives them, enables customers experience service that outdoes the competition.

### SPECIFIC LEARNING OBJECTIVES INCLUDE:

-  Demonstrate a customer service approach.
-  Understand how your own behaviour affects the behaviour of others.
-  Demonstrate confidence and skill as a problem solver.
-  Apply techniques to deal with difficult customers.
-  Make a choice to provide customer service.



## **COURSE OVERVIEW**

Identify your personal learning objectives.

## **WHAT IS CUSTOMER SERVICE?**

This section defines customer service and introduces the six elements of customer service which form the basis of this course. Learn about the first element: a customer service focus.

## **WHO ARE YOUR CUSTOMERS?**

In most organisations and agencies, customers take two forms: internal and external. This section looks at both types of customers, as well as all customers' basic needs.

## **MEETING EXPECTATIONS**

This section focuses on the critical areas for which customers have expectations.

## **SETTING GOALS AND TARGETS**

During this section, we look at setting long- and short-term goals and creating a personal vision.

## **THE SECOND CRITICAL ELEMENT – DEFINED IN YOUR ORGANISATION**

Think about what your organisation expects of you, and how to ensure that those standards line up with what customers expect.

## **THE THIRD CRITICAL ELEMENT – GIVEN LIFE BY THE EMPLOYEES**

Explore why customer service must be a philosophy that is practiced by all employees.

## **COMMUNICATION SKILLS**

This section gives you an introduction to key communication skills, including empathy, body language, asking questions, and listening.

## **TELEPHONE TECHNIQUES**

This brief section looks at an ideal telephone call, from the greeting to the conclusion. We also look at common situations, such as placing a caller on hold and taking a message.

## **DEALING WITH DIFFICULT CALLERS**

Complete a mix-and-match exercise on common types of difficult callers and appropriate responses.



## DEALING WITH CHALLENGES ASSERTIVELY

There are many types of unexpected challenges that we encounter every day. Develop responses to some of these issues.

## DEALING WITH DIFFICULT PEOPLE

This section gives you an opportunity to understand difficult behaviour and identify some coping strategies.

## DEALING WITH CONFLICT

We examine five ways to deal with conflict.

## THE FOURTH CRITICAL ELEMENT – BE A PROBLEM SOLVER

Develop a six-step plan for solving problems.

## SEVEN STEPS TO CUSTOMER PROBLEM SOLVING

Next, we look at a plan designed specifically for solving customer service problems. We also look at a six-step process that you can use to turn unhappy customers around.

## THE FIFTH CRITICAL ELEMENT – MEASURE IT

The only way to know what's really going right and wrong is to measure regularly. This section will give you some ideas for measuring customer service.

## THE SIXTH CRITICAL ELEMENT – REINFORCE IT

Learn some ways to keep a customer service focus strong. We share some powerful phrases that can help you build a positive image.

## DEALING WITH STRESS

Apply some quick, easy ways to destress in any place, at any time.

## TO PURCHASE THIS COURSE, PLEASE CONTACT US VIA:

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