

# Excellence in Service - Basic

Course Length: 1 days

## Overview

Identify customer types, set customer expectations and maintain a positive attitude when working with customers.

## Course Outline

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Lesson 1 – Customer service fundamentals

- Customer service and customers
- Understanding the importance of good service
- Identifying the types of customers
- Customer interaction
- Building rapport with customers
- Communicating with customers
- Customer expectations
- Responding to a customer
- Exceeding customer expectations

Lesson 2 – Customer service skills

- Attitude and attention
- Demonstrating a positive attitude
- Providing extra attention
- Quality of service
- Providing good customer service
- Discussing the steps in service process
- Problem resolution
- Learning from problems
- Resolving problems

Lesson 3 – Customer management

- Dissatisfied customers
- Understanding a dissatisfied customer
- Preventing dissatisfaction
- Handling dissatisfied customers and complaints
- Angry customers
- Handling an angry customer
- Diffusing anger through listening
- Upset customers
- Discussing the basics of serving an upset customer
- Serving an upset customer
- Stress in service situations
- Controlling your emotions
- Reducing stress

Lesson 4 – Customer communication

- Communication fundamentals
- Understanding clear communication
- Analyzing communication breakdown
- Interpersonal communication
- Communicating clearly with customers
- Understanding nonverbal and verbal aspects
- Telephone skills
- Providing good service on the telephone
- Understanding telephone etiquette
- E-mail etiquette
- Composing effective e-mail messages
- Using attachments effectively