# Fundamentals of Customer Service

## Course Length
1 Day

## Course Description

### Description:
This course provides guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base.

### Next Steps and Related Courses
- Effective Business Writing
- Effective Presentations
- Grammar Skills
- Time Management

## Course Content

### Lesson 1 – Understanding Customer Service
- Describe Customer Service
- Identify Customer Expectations
- Commit Yourself to Providing Excellent Customer Service

### Lesson 2 – Focusing on the Customer
- Create a Positive First Impression
- Identify and Help Meet the Customer’s Needs
- Create a Positive Last Impression

### Lesson 3 – Handling Complaints
- Make it Easy for Customers to Complain
- Resolve the Problem
- Cope with Upset and Difficult Customers

### Lesson 4 – Delivering Excellent Customer Service on the Telephone
- Answer the Telephone
- Project a Positive Image Using Your Voice
- Transfer Calls
- Take Meaningful Messages
Lesson 5 – Coping With Stress

- Describe Stress
- Take Preventive Measures
- Overcome Stress