

Customer Service Basics

Course Overview

This course teaches students about understanding customer service, focusing on the customer, customer service and the telephone, handling complaints, and enduring stress.

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| <u>Course Introduction</u> | 1m |
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| <u>Lesson 01 - Understanding Customer Service</u> | 31m |
| Topic A: Understanding Customer Service | |
| What is Customer Service? | |
| What is Customer Care? | |
| Who is the Customer? | |
| Wow! Service | |
| Build Relationships | |
| Barriers to Excellent Customer Service | |
| Overcoming these Barriers | |
| Topic B: Identifying Customer Expectations | |
| Customers Want Someone Who... | |
| Customers Don't Want Someone Who... | |
| Customer Support Stats | |
| Five Service Quality Factors | |
| Topic C: Providing Excellent Customer Service | |
| Characteristics of an Exceptional Service Provider | |
| Excellent Customer Service Mindset | |
| Developing an Excellent Customer Service Strategy | |
| Define the Current Situation | |
| Define all Targets and Values | |
| Implement Excellent Customer Service Strategy | |
| Stay in Tune with Customers' Changing Needs | |
| Lesson 01 Review | |
| <u>Lesson 02 - Focusing on the Customer</u> | 8m |
| Focusing on the Customer | |
| Guidelines for Making Positive Impressions | |
| Identify and Meet Customer Needs | |
| Questioning Techniques | |
| Effective Listening Technique | |
| Making a Positive Impression | |
| Who Needs Follow-up? | |
| Follow-up Methods | |
| Lesson 02 Review | |

Lesson 03 - Customer Service and the Telephone

9m

Customer Service and the Telephone
Telephone Etiquette
Answer the Telephone
Greeting
Using Your Voice
Showing You Are Listening
Procedure for Transferring Calls
Taking Meaningful Messages
Lesson 03 Review

Lesson 04 - Handling Complaints

13m

Handling Complaints
Complaints
Why Customers Don't Complain
View Complaints as Opportunities
Five Forbidden Phrases
Service Recovery
Guidelines for Dealing with Difficult Customers
Cope with Upset and Difficult Customers
Lesson 04 Review

Lesson 05 - Enduring Stress

14m

Enduring Stress
Stress
Sources of Stress
Managing Your Reaction to Stress
Identifying Your Beliefs
Challenging Irrational Thoughts
Using Questions to Challenge Thinking
Take Preventive Measures
Lesson 05 Review
Course Closure

Total Duration: 1h 16m