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## CUSTOMER SERVICE



Customer Service  
**Essential Skills Certification**  
Professional Development Center

### Customer Service Essential Skills Certification | CE Hours 3.5

#### Course Description

There are several defining moments or moments of truth that can make or break every service transaction. To successfully navigate these moments of truth, it's important for service organizations – and specifically customer service leaders – to add value to a customer's experience by creating and implementing strong, clearly-defined service standards. To implement effective standards and strategies, it's crucial that you stay attuned to customer needs and expectations, building a dynamic, adaptive service strategy based on input such as customer feedback. Failing to realize the importance of customer service and effective complaints handling leads to increasingly dissatisfied customers. Organizations need to be able to address the needs of customers in an effective and efficient manner.

#### Course Includes:

- Customer Service eAdviser
- Interactive video learning modules
- Certificate of Achievement upon the successful completion of each course module
- Transcript of CE hours of courses completed

#### Course Video Modules:

1. Designing a Customer Service Strategy
  2. Providing Telephone Customer Service
  3. Facing Confrontation in Customer Service
  4. Providing Effective Internal Customer Service
  5. Dealing with Customer Service Incidents and Complaints
  6. Rapport Building in Customer Service
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## 7. Polishing Your Skills for Excellent Customer Service

# Course Module Descriptions

## Course Module 1: Designing a Customer Service Strategy

### Course Description

There are several defining moments, or moments of truth, that can make or break every service transaction. To successfully navigate these moments of truth, it's important for service organizations to add value to a customer's experience by creating and implementing strong, clearly defined service standards. In this course, you'll learn about techniques used to shape the direction of customer service in an organization, including mapping, researching, taking action on, and evaluating moments of truth. You'll also learn how to develop and implement customer service standards and strategies.

### Objectives

- recall the importance of managing moments of truth
- recognize how to map and research moments of truth to improve the customer experience
- identify examples of guidelines for taking action on and evaluating moments of truth
- recognize examples of effective customer service standards
- identify examples of steps in the customer service standard development process
- recall the process for staying tuned into customers' needs
- recognize techniques for developing a customer service strategy that improves your customers' experience

## Course Module 2: Providing Telephone Customer Service

### Course Description

When you're providing customer service over the phone, without face-to-face interaction, it can be challenging to establish the right relationship. There are many techniques that can help you consistently deliver the best customer service over the phone. In this course, you'll learn basic etiquette tips for answering, managing, and ending customer service calls. You'll also learn how to make a good impression by listening, using questions to probe for more information, minding your tone, and empathizing with the customer. Finally, you'll learn ways of reflecting or adapting to your customer's style.

## Objectives

- recall guidelines for answering calls and putting customers on hold
- list techniques for transferring and closing customer service calls
- recall techniques for maintaining a positive tone of voice on customer service calls
- identify examples of active listening techniques
- recognize examples of customer-focused language
- identify approaches to helping resolve customer problems
- recall techniques for mirroring a customer's language
- use proper etiquette and techniques when providing customer service via telephone

## Course Module 3: Facing Confrontation in Customer Service

### Course Description

One of the most challenging and potentially uncomfortable responsibilities of a customer service person is dealing with angry customers. By following a few simple techniques, you can usually defuse tense situations without incident. In this course, you'll learn about typical trouble spots in dealing with angry customers and guidelines for avoiding or overcoming them. You'll also learn how to handle a customer complaint by defusing the tension, investigating the problem, and coming to an agreement on a solution.

### Objectives

- recognize examples of guidelines for taking responsibility for customer complaints
- match boundary-related customer service mistakes to strategies for preventing them
- match types of customer service rudeness to strategies for avoiding them
- recognize guidelines for defusing a customer's frustration
- identify strategies for investigating customer complaints
- recall guidelines for coming to a problem-resolving agreement with a customer
- recognize strategies for properly addressing and handling customer complaints

## Course Module 4: Providing Effective Internal Customer Service

### Course Description

#### Overview

When you do things to help other people within your company do their jobs better, you are providing internal customer service. The quality of that service often has a huge impact on the overall quality of service delivered to external customers. In this course, you'll learn about types of internal customers and how to identify internal customer service relationships. You'll also learn about the importance of getting to know your internal customers, identifying their expectations of you, and taking action on those expectations. Finally, you'll learn guidelines for providing internal customer service.

## Objectives

- identify guidelines on when it's appropriate to have a difficult conversation
- recognize examples of four steps for managing the stress of a difficult conversation
- identify examples of how to analyze the facts when preparing for a difficult conversation
- recognize examples of how to analyze emotions when preparing for a difficult conversation
- select examples of how to identify your goal and plan a difficult conversation
- recognize ways to demonstrate the appropriate mindset during a difficult conversation
- use techniques for handling difficult conversations

## Course Module 5: Dealing with Customer Service Incidents and Complaints

### Course Description

Failing to realize the importance of customer service and effective complaints handling leads to increasingly dissatisfied customers. Organizations need to be able to address the needs of customers in an effective and efficient manner. This course is intended to show the proper procedures and processes needed to provide effective customer service: how to properly support a customer, how to provide accurate documentation for incident reporting, and how to handle difficult customers.

### Objectives

- recognize the typical steps in the process of dealing with a customer
- recognize the four actions in documenting an incident
- sequence the steps in the incident management process
- match incident measurement metrics with examples of what they measure
- identify techniques for dealing with abusive or irate customers
- match customer issues with the appropriate escalation approach
- identify the elements that need to be included in customer feedback

## Course Module 6: Rapport Building in Customer Service

### Course Description

#### Overview

Good customer service and strong customer relationships begin with building rapport. Building rapport requires knowing your customers, understanding their situations, and providing an empathetic ear for them to voice their concerns. In this course, you'll learn how to build rapport with customers by paying close attention to their needs, connecting with them, and being positive. You'll also learn how to empathize with customers by relating your own experiences, reflecting their emotions back to them, and normalizing their difficulties.

## Objectives

- recall how to demonstrate to customers that they have your full attention
- recognize strategies for connecting with customers
- identify strategies for being positive and friendly in customer service
- recognize guidelines for empathizing with customers by relating your own experiences
- identify how to show you understand customers' feelings by reflecting their emotions
- recognize guidelines for normalizing customers' difficulties
- recognize guidelines for building rapport with customers

## Course Module 7: Polishing Your Skills for Excellent Customer Service

### Course Description

As a customer service representative (CSR), creating a support culture that focuses on your customers' needs is key. In this course, you'll learn how to project an excellent service attitude that will enhance your interaction with your customers. You'll also explore how to establish effective customer relationships and involve customers in problem solving. In addition, you'll discover methods to communicate effectively in a cross-cultural customer support center or help desk environment.

### Objectives

- recognize examples of customer support provided with an excellent service attitude
- identify personal methods of projecting an excellent service attitude
- recognize examples of techniques for establishing effective customer relationships
- recognize the steps to encourage customer involvement in problem solving
- match the methods used for effective cross-cultural communication to examples
- recognize how language barriers can impact your communications with customers