

# Customer Service Training (1 Day)

## Overview

Welcome to Customer Service Training, a comprehensive course designed to enhance your customer service skills, fostering outstanding interactions with clients and ensuring you and your company stand out for exceptional service. This course targets companies looking to train their staff, but it is equally valuable for individuals looking to upskill. By the end of this course, your team will possess a robust foundation in customer service practices that can significantly impact your business's success.

We start with **Customer Service Basics**, where we define the essence of customer service and distinguish between internal and external customers. You'll discover effective strategies for interacting with different types of customers, including amiable, aggressive, and angry individuals, and learn to manage stress in challenging situations. This foundational knowledge will equip you to understand precisely what customers want, setting the stage for creating positive experiences.

Next, we focus on **Developing Responsible Customer Service Skills**. This segment highlights the importance of a positive attitude and good people skills. By learning techniques for going beyond what is expected and mastering active listening, you'll be prepared to deal with complaints and resolve problems efficiently, thereby enhancing customer satisfaction and loyalty.

Communication is key in customer service, and the lesson on **Developing Verbal and Nonverbal Communication** explores the basics, such as tone, pitch, and volume. You'll also gain insights into building rapport and establishing credibility with customers, ensuring that every interaction is professional and constructive.

We then explore **Customer Service Best Practices** to help you create, implement, monitor, and maintain high service standards. This lesson covers everything from drafting service standards to incorporating them into job descriptions, employee orientations, ongoing training, and performance reviews. Both management and service teams play important roles in upholding these standards, and you'll learn best practices to ensure they are consistently met.

In the final lesson, titled **Attracting Loyal Customers**, you'll learn about creating memorable service experiences that go above and beyond. We'll examine great customer service examples and discuss strategies to develop and maintain loyal customers. This includes rewarding loyalty, surveying clients for feedback, involving them in your business processes, and keeping in touch. Moreover, we'll explore how loyal employees can positively impact customer relationships, focusing on measuring employee loyalty and ensuring job satisfaction.

By the end of this course, your team will be well-versed in essential customer service principles and practices. They will have the skills needed to build lasting customer relationships, handle challenges gracefully, and contribute positively to your company's reputation. This training will empower them to deliver an outstanding customer experience consistently.

## Course Benefits

- Understand customer service.
- Identify internal and external customers.
- Learn how to interact positively with customers.
- Develop a positive attitude.
- Learn to communicate effectively.
- Learn to create and implement service standards.
- Learn to evaluate and monitor service standards.
- Learn to create memorable customer service.

## **Course Outline**

### **Customer Service Basics**

- Defining Customer Service
- Internal and External Customers
- Interacting with Customers
- Understanding What the Customer Wants

### **Developing Responsible Customer Service Skills**

- Developing a Positive Attitude
- Going a Step Beyond What Is Expected
- Dealing with Complaints and Problems

### **Developing Verbal and Nonverbal Communication**

- The Basics of Communication
- Customer Communication
  - Building Rapport
  - Establishing Credibility

### **Customer Service Best Practices**

- Creating Customer Service Standards from Best Practices
- Implementing Service Standards
- Monitoring Service Standards
- Maintaining Service Standards

### **Attracting Loyal Customers**

- Create Memorable Service
- Develop Loyal Customers
- How Loyal Employees Impact Customers