

## Providing Outstanding Customer Service

### Overview

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This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

### Target Audience

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Operations managers, account representatives, customer service staff, help desk and technical support, and anyone working directly with customers.

### Course Objectives

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After completing this course, students will be able to:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

### Course Outline

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#### 1 - Customer Service – A Baseline

Recognizing Your Customers  
Understanding Your Role in Customer Service

#### 2 - Developing A Customer Service Mind-Set

Leveraging Your First Impression  
Feeling Positively About Customers  
Mastering Moods and Emotions

#### 3 - Identifying Customer Needs

Understanding the Customer's Situation  
Avoiding Assumption and Prejudgment  
Meeting Basic Needs  
Seeking to Exceeding Expectations  
Building Repeat Relationships

#### 4 - Connecting with the Customer

Achieving Authenticity through Body Language  
Responding Effectively to Problems  
Mastering Online Etiquette  
Seeking Customer Feedback

#### 5 - Dealing with Difficult Situations

Effectively Addressing Complaints  
De-escalating Anger  
Establishing Common Ground  
Remaining Calm, Respectful and Objective

#### 6 - Effectively Addressing Complaints

Creating a Memorable Customer Experience

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