



## Customer Service

**Overview:** This course begins by exploring the definitions of the customer, customer service and the customer service provider. Students then learn how attitude is expressed and how to maintain energy and a positive attitude. Students will learn how to understand a customer's situation and the importance of going the extra mile. Further, students will learn how to address complaints and ways to turn difficult customers around. This course covers in person, over the phone and electronic customer service, the advantages and disadvantages of each, and tips and tricks to employ for best results.

**Prerequisites:** There are no prerequisite requirements for this course.

**Course Length:** One Day

### Course Content

#### **Lesson 1: Getting Started**

Workshop Objectives  
Pre-Assignment Review

#### **Lesson 2: Who We Are and What We Do**

Who Are Customers?  
What Is Customer Service?  
Who Are Customer Service Providers?

#### **Lesson 3: Establishing Your Attitude**

Appearance Counts  
The Power of a Smile  
Staying Energized  
Staying Positive

#### **Lesson 4: Identifying and Addressing Customer Needs**

Understanding the Customer's Situation  
Staying Outside the Box  
Meeting Basic Needs  
Going the Extra Mile

#### **Lesson 5: Generating Return Business**

Following Up  
Addressing Complaints  
Turning Difficult Customers Around

#### **Lesson 6: In-Person Customer Service**

Dealing with At-Your-Desk Requests  
The Advantages and Disadvantages of In-Person Customer Service  
Using Body Language to Your Advantage

#### **Lesson 7: Giving Customer Service over the Phone**

The Advantages and Disadvantages of Telephone Communication  
Telephone Etiquette  
Tips and Tricks

**Lesson 8: Providing Electronic Customer Service**

The Advantages and Disadvantages of Electronic Communication

Understanding Netiquette

Tips and Tricks

Eliminate Electronic Ping Pong

**Lesson 9: Recovering Difficult Customers**

De-Escalating Anger

Establishing Common Ground

Setting Your Limits

Managing Your Own Emotions

**Lesson 10: Understanding When to Escalate**

Dealing with Vulgarity

Coping with Insults

Dealing with Legal and Physical Threats

**Lesson 11: Ten Things You Can Do to WOW Customers Every Time**

Ten Tips