

FASTER **COURSE**

# CUSTOMER SERVICE

SHORT COURSE CONTENT SUMMARY



# About the Course

The introductory part of the course provides a definition of customer service and discusses what impact it can have on a company. Then, we make a distinction between good and bad customer service, and also briefly discuss customer expectations.

The next chapter deals with practical **approaches** and **skills** that enable you to provide excellent customer service. We start by considering the importance of the **first impression** and give some useful tips for improving it. Then we move on to communicating with the customer in an attentive way - this involves **active listening**, thoughtful questioning etc. We also discuss such issues as **knowing your product** and meeting the **customer's needs**. Finally, we consider the broad skill set that is required for providing good customer service.

Finally, we look at **complaints** - what we can gain from them and how they should be handled.

The **Test** section of the training contains a total of 9 questions, most of which require the learner to recognize actions that characterize good/bad customer service.

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# Detailed Course Content

## Section 1 - Introduction

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### **BENEFITS**

A brief explanation of what the learner will gain by completing the training.

## Section 2 – Customer Service

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### **MAKE A CHOICE**

A thinking task where user has to select items that, to their mind, are important in customer service.

### **WHAT IS CUSTOMER SERVICE?**

A definition of 'customer service'.

### **WHY IS CUSTOMER SERVICE IMPORTANT?**

A more detailed description of what customer service is and why it's important for any business.

### **IMPACT OF CUSTOMER SERVICE**

Information on the positive impact that good customer service can have on a company.

## **WHAT IS EXCELLENT CUSTOMER SERVICE?**

An overview of things that characterize truly excellent customer service.

## **SOME EXAMPLES OF NOT SO GREAT CUSTOMER SERVICE**

Examples of common mistakes along with explanations on why they aren't advisable.

## **HOW TO KNOW WHAT CUSTOMERS WANT FROM YOU**

A list of common customer expectations.

# **Section 3 - Service, Skills, Improvements**

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## **FIRST IMPRESSION**

An introduction to the role of first impressions in customer service.

## **MAKING A GOOD FIRST IMPRESSION**

Tips on making a good first impression (greeting clients, presenting yourself, general attitude).

## **IMPROVING THE FIRST IMPRESSION**

Eight tips for improving your first impression (appearance, language, gestures, etc.).

## **LET THE CUSTOMERS EXPRESS THEMSELVES**

A brief overview of ways you can enable customers to express their needs (listening, paying attention, not interrupting, questioning).

## **ACTIVE LISTENING**

An introduction to active listening and steps you can take to improve this skill.

## **CLOSED QUESTIONS**

A definition of 'closed questions', followed by an explanation on when they are useful, accompanied by examples.

## **OPEN QUESTIONS**

Explanation of when to use open questions.

## **KNOW THE PRODUCT/SERVICE**

Insight into how your presentation of the product affects the customer's perception, stressing the need to learn about the product and present it with confidence.

## **CUSTOMER NEEDS**

An introduction to understanding customer needs as an essential part of good customer service.

## **FULFILLING CUSTOMER'S NEEDS**

A list of items that you should consider (etiquette in face-to-face meetings, intuitive web design, receiving calls etc.) in order to meet your customer's expectations.

## **HOW TO MAKE SURE YOUR EMPLOYEES PROVIDE THE BEST CUSTOMER SERVICE**

A look at ensuring good customer service from the point of view of a company owner, with emphasis in meeting employee expectations.

## **ESTABLISHING AND IMPROVING OVERALL CUSTOMER SERVICE**

Detailed description of three steps that can enable you to improve your company's customer service - reviewing the situation, planning for improvements, getting reviews.

## **WHAT SKILLS ARE NEEDED IN CUSTOMER SERVICE**

A list of general skills and abilities (patience, attentiveness, adaptability etc.), accompanied by explanations on why they are required for providing good customer service.

## **MATCH WITH THE IMAGE**

A drag-and-drop activity where the learner has to match images to the corresponding skills.

# **Section 4 - Complaints**

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## **COMPLAINTS**

A discussion of complaints as a positive force that can help you improve your service.

## **RECEIVING COMPLAINTS**

Introduction to why and how you should enable your customers to review your service.

## **TYPES OF COMPLAINTS**

A description of three types of complaints (regular, angry/rude, principle) and advice on handling them.

## DEALING WITH COMPLAINTS

General tips for handling complaints gracefully.

## DONT'S AND DO'S

A list of do's and dont's for handling complaints.

## Test

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The test contains a total of 9 questions, most of which require the learner to recognize actions that characterize good/bad customer service. ◆