



# Educational Services



## Customer Service Training

### Course Introduction

The course is designed for those who are job seekers and entrepreneurs, those returning to the workforce after an extended absence and those who are currently employed but are seeking more challenging positions. While the course focuses primarily on developing customer service skills from the employee's point of view, there are also tips for those of you starting your own business.

### Course Prerequisite(s):

None

### Course Aim:

To provide students with the fundamental skills required for employment in the customer service industry.

### Of Interest to:

Those who want to find gainful and enjoyable employment.

### Course Breakdown:

#### Lesson 1: Introduction to Customer Service

- a) Basic Customer Service Questions

#### Lesson 2: Communicating With Customers

- a) Using Verbal Communication
- b) Using Telephone Communication
- c) Using Non-verbal Communication
- d) Using Telephone Communication
- e) Using Effective Listening Skills
- f) Being Sensitive to Cultural Diversity
- g) Overcoming Communication Barriers

#### Lesson 3: Developing a Customer-Friendly Attitude

- a) Getting in Tune with Your Customers
- b) Adapting to Customers' Working Styles
- c) Meeting Customer Needs
- d) Establishing Customer Rapport
- e) Using Questions to Encourage Communication
- f) Remembering Names
- g) Attending to Details
- h) Creating a Good Impression
- i) Record Keeping
- j) Eliminating Barriers

#### Lesson 4: Dealing with Customers

- a) Being Prepared
- b) Handling Customer Conflicts and Complaints
- c) Dealing with Customers Ethically
- d) Saying "No"
- e) Admitting Your Mistakes
- f) Knowing the Do's and Don'ts of Customer Service
- g) Managing Stress and Time

#### Lesson 5: Customer Service Pitfalls

- a) Distracting Behavior
- b) Ignoring the Team
- c) Behaving Inappropriately
- d) Displaying Superiority
- e) Using Put-Downs
- f) Fighting for the Last Word
- g) Avoiding the Issues
- h) Making False Promises

#### Lesson 6: The Extra Mile

- a) Going the Extra Mile
- b) Maintaining Service Levels
- c) Developing Effective Service Quality Teams
- d) Walking the Talk

### Course Notes:

Course manual provided for on-going reference.