

## Providing Outstanding Customer Service | 2 Days

In today's competitive marketplace, outstanding customer service is what sets you and your organization apart. It is what brings customers to you, persuades them to select your offering over others, and keeps them coming back. But how do you provide excellent customer service and stand out from the crowd? This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

### WHO SHOULD ATTEND:

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

### JOB ROLES:

Personal Development  
Leader of Teams/Projects  
Leader of Managers/Departments

### OBJECTIVES:

- 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:

#### Customer Service – A Baseline

Recognizing Your Customers  
Understanding Your Role in Customer Service

#### Developing A Customer Service Mind-Set

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

#### Identifying Customer Needs

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

#### Connecting with the Customer

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

#### Dealing with Difficult Situations

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

#### Delivering Outstanding Service

Creating a Memorable Customer Experience

### We Ensure Personal & Professional Growth Through:



#### TOPIC-SPECIFIC, REINFORCEMENT MATERIALS TO ENRICH YOUR JOURNEY

eBooks, On-Demand Courses, Quick Videos,  
Personal & Team Assessments, Tools & Templates.