

Critical Elements of Customer Service

Level 2

Course Outline



While many companies promise to deliver an incredible customer experience, some are better at supplying this than others. This course is designed around six critical elements of customer service that, when a company truly embraces them, bring customers back to experience service that outdoes the competition.

This two-day course will teach participants how to:

- Understanding what a customer service approach is.
- Understanding how your own behaviour affects the behaviour of others.
- Demonstrating confidence and skill as a problem solver.
- Applying techniques to deal with difficult customers.
- Knowing how to provide excellent customer service.

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their personal learning objectives.

What is Customer Service?

This session will define customer service, take a look at who your customers are and how to meet their basic needs and expectations.

Pre-Assignment Review

Next, participants will review the answers to the pre-assignment, which asked questions about common customer service assumptions.

Setting Goals

During this session, you will look at setting long- and short-term goals and creating a personal vision

The Critical Elements of Customer Service

This session introduces the six elements of customer service that form the basis of this workshop. Participants will also learn about the first element: a customer service focus.

The Second Critical Element – Procedures

In this session, you will think about what your organisation expects of you, and how to ensure that those standards line up with what customers expect.

The Third Critical Element – Alignment

Next, participants will explore why customer service must be a philosophy that is practised by all employees.

The Fourth Critical Element – Problem-solving

We will look at a seven-step plan for solving customer service problems. Then, participants will practice using the plan in a role play.

The Fifth Critical Element – Measurement

The only way to know what's going right and wrong is to measure regularly. This session will give participants some ideas for measuring customer service.

The Sixth Critical Element – Reinforcement

Next, participants will learn some ways to keep a customer service focus strong. We'll also share some powerful phrases that can help you build a positive image.

Communication Skills

This session will give participants an introduction to key communication skills, including empathy, body language, asking questions and listening.

Telephone Techniques

This brief session will look at an ideal telephone call, from the greeting to the conclusion. We will also look at common situations, such as placing a caller on hold and taking a message.

Dealing with Difficult Customers

During this session, participants will work in small groups to complete a mix-and-match exercise on common types of difficult callers and appropriate responses.

Dealing with Challenges Assertively

There are many types of unexpected challenges that we encounter every day. Participants will work in small groups to develop responses to some of these issues.

Dealing with Difficult People

This session will allow participants to understand difficult behaviour, identify some coping strategies, and discuss the difficult person they find most trying.

Reflective Practice

This session takes a look at how to study your own experiences to improve the way you work.

Dealing with Stress

This session will offer some quick, easy ways to destress in any place, at any time.

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

