

Customer Service: Listening, Responding and Resolving + CertBlaster & CBT

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Version: 1

Course Length: 2-days (12+ hours)

Prerequisites: None

What's in Customer Service: Listening, Responding and Resolving + CertBlaster & CBT:

This ILT Series course, rated 4.8/5.0 in overall quality by ProCert Labs, is aimed at students who are in the customer service field and want to improve their knowledge of customer service basics. Students will discuss what it means to have a service culture in an organization. They will examine customer service skills that include organization, communication, and personal motivation. This course also covers customer service as a process that includes greeting, listening, questioning, responding, and resolving. Students will discuss each step of the process in detail. Students do not need to have any prior knowledge of customer service to take this course. Comes with CertBlaster software and a companion CBT program.

Topic-Level Outline

Unit 1 : Customer service basics

*Topic A: * Customers*

- A-1: Sharing customer expectations
- A-2: Defining your customers
- A-3: Identifying why customers call
- A-4: Identifying top customer service pitfalls

*Topic B: * The service culture*

- B-1: Supporting a customer service culture
- B-2: Discussing customer service as a process

Unit 2 : Customer service skills

*Topic A: * Organization skills*

- A-1: Identifying your products and services
- A-2: Prioritizing activities
- A-3: Identifying procrastination techniques
- A-4: Grouping tasks into batches

*Topic B: * Communication factors*

- B-1: Using persuasive words and voice techniques
- B-2: Discussing body language

*Topic C: * Personal motivation*

- C-1: Identifying motivating and unmotivating factors
- C-2: Identifying the benefits of motivation
- C-3: Identifying your career goals
- C-4: Developing your motivation
- C-5: Identifying causes of stress
- C-6: Discussing stress-reduction techniques

Unit 3 : Greeting customers

*Topic A: * Greeting overview*

- A-1: Discussing moments of truth
- A-2: Discussing ways to greet customers

*Topic B: * Phone and e-mail messages*

- B-1: Developing voice-mail messages
- B-2: Developing e-mail messages

*Topic C: * Rapport*

- C-1: Brainstorming ideas for building rapport
- C-2: Focusing on the customer

Unit 4 : Listening and questioning

*Topic A: * Listening*

- A-1: Discussing the cost of poor listening
- A-2: Improving your listening skills

*Topic B: * Questioning*

- B-1: Identifying question types
- B-2: Discussing the examination process
- B-3: Developing questions

Unit 5 : Responding

*Topic A: * Responding to customers*

- A-1: Discussing challenging customer service situations
- A-2: Creating bridging statements

*Topic B: * Resetting expectations*

- B-1: Discussing misconceptions
- B-2: Using words that work
- B-3: Using words that don't work
- B-4: Rewording undesirable phrases

*Topic C: * Working toward solutions*

- C-1: Discussing Responsive CARE
- C-2: Working on negotiating strategies

C-3: Practicing negotiation

Unit 6 : Resolving issues

*Topic A: * Customer appreciation*

- A-1: Discussing ways to acknowledge your customers
- A-2: Discussing cross-selling and up-selling

*Topic B: * Follow-up techniques*

- B-1: Discussing ways to show customer appreciation
- B-2: Discussing ways to go the extra mile

Unit 7 : Using what you've learned

*Topic A: * The implementation phase*

- A-1: Recording ideas from *satori* moments
- A-2: Committing to improvement

*Topic B: * Resources and tools*