



Customer Service



Customer Service Training Course Outline

Customer Service Foreword:

In order to create customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with consistently exceptional service. In order to achieve this it is important to ask yourself some questions:

- Do your staff have the right skill sets to deliver exceptional customer service?
- Currently how do they develop good customer service skills?
- Is there a plan to continuously improve customer service?
- Is the voice of the customer given the necessary priority?
- Is there customer service satisfaction?
- Can they communicate and listen effectively to uncover the customer's true needs?
- Do they understand the importance of internal customers?

Prospects are converted into customers by good sales techniques. But what converts new customers to repeat customers is customer satisfaction, which can only be achieved by exceptional customer service.

This **Customer Service** Training program is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service.

Customer Service Training Course - Lesson 1 **Who we are and What we do**

- Who are Customers (internal/external)
- What is Customer Service?
- Who are Customer Service Providers?

Customer Service Training Course - Lesson 2 **Establishing your Attitude**

- Appearance Counts! (even if not in person)
- The Power of the Smile
- Staying Energised
- Staying Positive

Customer Service Training Course - Lesson 3 **Identifying and Addressing their Needs**

- Understanding the Customer's Problem
- Staying Outside the Box (not jumping to conclusions)
- Meeting Basic Needs
- Going the Extra Mile

Customer Service Training Course - Lesson 4 **Generating Return Business**

- Following up
- Addressing Complaints
- Turning Difficult Customers Around

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0488 098 778

enquiries@contracttrainers.com.au
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Customer Service Training Course - Lesson 7 **Providing Electronic Customer Service**

- The Advantages and Disadvantages of Electronic Communication
- Understanding Netiquette
- Tips and Tricks
- Examples: Chat or E-mail

Customer Service Training Course - Lesson 6 **Giving Customer Service over the Phone**

- The Advantages and Disadvantages of Telephone Communication
- Telephone Etiquette
- Tips and Tricks

Customer Service Training Course - Lesson 5 **In-Person Customer Service**

- Dealing with At-Your-Desk Requests
- The Advantages and Disadvantages of In-Person Communication
- Using Body Language to your Advantage

Customer Service Training Course - Lesson 8 **Recovering Difficult Customers**

- De-Escalating Anger
- Establishing Common Ground
- Setting your Limits
- Managing your own Emotions

Customer Service Training Course - Lesson 9 **Understanding when to Escalate**

- Dealing with Vulgarity
- Coping with Insults
- Dealing with Legal and Physical Threats

Customer Service Training Course - Lesson 10 **Ten Things you can do to WOW every time!**

- We'll share our tips!

Customer Service Training is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

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