

Simply a Better Way to Learn!



B U S I N E S S S K I L L S

Customer Service Essentials

Course Introduction

The Customer Service Essentials course provides students with key concepts of effective customer service strategies and processes and helps them to develop core competencies for providing quality customer service.

Students learn the definition of customer service, who their customers are, how to be customer service oriented, and how to manage time and stress. Students also learn how to communicate effectively with customers and manage customer relationships.

The course explores common customer service pitfalls and identifies the importance associated with avoiding these. It also emphasizes the importance of gathering and responding to customer feedback, and maintaining a professional image.

Students are given ample opportunity to practise, apply and develop their customer service skills through the completion of hands-on tasks. The tasks focus on identifying good and bad customer service techniques, by analyzing and responding to various customer service scenarios.

Course Prerequisite(s)

None.

Course Aim

To provide an overview and hands-on approach to the essentials of customer service.

Of Interest to

Those who want to develop or enhance customer service skills, regardless of the career they plan to enter or currently possess.

Course Breakdown

Lesson 1:

Defining Customer Service; Being Customer Service Oriented; Managing Time and Stress

Lesson 2:

Developing Verbal Communication; Communicating a Customer-Friendly Attitude; Getting in Tune With Your Customers; Developing Written Communication

Lesson 3:

Following Processes and Procedures; Understanding Customer Relationship Management; Meeting and Exceeding Customer Needs

Lesson 4:

Being Prepared; Dealing With Complaints and Mistakes; Winning Over Difficult Customers

Lesson 5:

Avoiding Customer Service Pitfalls; Gathering and Responding to Feedback

Lesson 6:

Maintaining Service Levels; Developing Effective Service Quality Teams; Keeping Up with the Times

Lab Exercise

Course Notes

Course manual provided for on-going reference.

Upon completion of the course, there is a final exam. Participants who achieve 75% or higher on their exam will receive a certificate.



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