



# Customer Service

4 Hours

English

Leadership

Team Member

## Leadership Course

To “fix” poor customer experiences, organizations may implement three-month, one-year, or three-year service initiatives to return to a more customer-service focused approach. However, creating and maintaining a service culture is not a one-time, skills-training event but rather an ongoing organization-wide commitment. It likely is part of a long-term strategic plan. Without service leaders and team members to drive excellence in the customer experience, the success of any service initiative will hit roadblocks. Once strategic focus is defined and friction points identified, service leaders need to surgically make service vision a reality and empower the team to enact solutions. In this course, leaders learn how to identify roadblocks and utilize five key practices to drive excellence in customer experience.

### This course will enable leaders to . . .

- Understand friction points that are preventing achieving excellent customer experiences
- Address the obstacles within the service culture
- Empower team members to drive customer excellence
- Increase customer loyalty through an actionable plan

## Team Member Course

Brand loyalty is difficult to maintain. It’s critical for every organization to provide superior customer service to stay in pace with or ahead of the competition. Gaining, building, and keeping customers engaged is an ongoing challenge and is a top priority; however, it is often left with entry-level service providers. Often, they know how to have a friendly, positive customer interaction but lack the skills to handle conflict, dissatisfied customers, and service requests that are beyond their control. They also lack the understanding of how poor interactions exponentially impact the organization’s bottom line when a dissatisfied customer feels their needs have not been met. This course equips frontline service providers with the critical skills that are necessary to provide high-quality customer service experiences, including how to turn dissatisfied, upset customers into satisfied, long term loyal customers.

### This course will enable team members to . . .

- Respond effectively to dissatisfied customers
- Recognize when a situation is worsening and how to mitigate the conflict with the customer
- Identify opportunities to engage customers in a meaningful way that encourages team members to provide honest feedback without blaming others
- Truly listen to the customer, respond appropriately and take action to handle the service issue

**Talent Tip.** We strongly suggest starting a Customer Service training initiative with the Customer Service / Sales assessment and training course (page 18). This will supersize your training results!