

CONTINUING EDUCATION

COURSE OUTLINE – Customer Service Excellence

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS: Course materials are supplied.

CALENDAR DESCRIPTION:

Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their paycheques and keeping the company running. Or maybe you're a company owner, serving your staff and your customers. In this course, you will look at all types of customers and how you can serve them better and improve yourself in the process. The main aim is to provide you with lots of ideas and actions, based on your own job role, that you can take back to the workplace and implement immediately to improve the experience of customers. The methods discussed are easy to work with no matter what type of organization you work for or your level within it. It's about going from good to great!

CONTACT HOURS: 12 hours

DELIVERY MODE(S): Face-to-Face, Videoconference

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon completion of the course, you will receive an Acknowledgement of Course Completion certificate. This course is part of the Service Excellence Blue Pin Certificate Program. Upon completion of the necessary program requirements, you will receive a Program Certificate.

EVALUATIONS: Successful completion of an Evaluation of Learning (minimum 70%).

STUDENT RESPONSIBILITIES: Attendance and classroom participation.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OBJECTIVES:

- Demonstrate a customer service approach
- State what customer service means in relation to all your customers, both internal and external
- Identify your customers' needs
- Understand how your own behavior affects the behavior of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Clearly identify the do's and don'ts of customer service and measure yourself against them
- Describe the important part that being customer-focused plays in ensuring the success of your organization
- Build your customer brand, fill gaps in service and develop methods of creating a great customer experience
- Follow clear techniques to help manage difficult customer issues effectively and even clearer techniques for avoiding them in the first place

COURSE CONTENT

Session 1: Course Overview

- Workshop Objectives

Session 2: What is Customer Service?

- What is Customer Service?
- Who are Customer Service Providers?
- Measuring Customer Service
- Customer Service Measure Descriptions
- Your Customer Service Brand
- The Customer Service Journey
- Touchpoint Improvements

Session 3: Who Are Your Customers?

- Types of Customers

Session 4: Identifying and Addressing Needs

- What the Customer Wants
- What the Customer Needs
- Serving a Customer's Needs and Wants
- Understanding the Customer's Situation
- Meeting Basic Needs
- Meeting Customer Expectations
- Excellent Actions
- Meeting Standards
- Going the Extra Mile

Session 5: Creating Favorable Impressions

- Appearance Counts!
- The Power of a Smile
- Staying Positive
- The Importance of Favorable Customer Service
- Affecting Customer Loyalty
- Generating Return Business

Session 6: Customer Service

Communications

- Telephonic Services
- Telephonic Communication Tactics
- Handling Everyday Requests
- Tips and Tricks
- E-Communications
- Customer Service Behind the Mask
- Customer Service on Social Media

Session 7: Handling Challenging

Customers

- Customer Complaints
- Complaints Process
- Difficult Customers
- Defusing Customer Misbehaviour
- Customer Service Do's and Don'ts
- Fixing Extraordinary Customer-Service Problems
- Customers Who Cannot Be Satisfied
- Understanding When to Escalate
- Following up with a Customer Once You Have Addressed Their Issue
- Turning Difficult Customers Around

Session 8: Working with Customer

Diversity

- Customer Diversity
- Serving Diverse and Multicultural Customers

Session 9: Reinforcement Techniques

- Reinforcement Techniques
- Power Talk

Session 10: Customer Service

Fundamentals

- Key Customer Service Skills
- The ABCs of Customer Service