



Would you like your employees to gain the knowledge, skills and competencies needed to create greater customer satisfaction and loyalty?

Then Customer Service:101 is for you!

- Creating a Positive Impression
- In-person/phone/electronic Customer Service
- Identifying Customer Needs
- Dealing with Difficult Customers

July 6, 2016

9:00am — 12:00pm or 1:00 — 4:00pm

Community Futures Tawatinaw Region Office

For Further Information or
to Register Contact:

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Customer Service Course

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 pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

The Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. Your participants will be provided a strong skillset including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

Customer Service Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Who We Are and What We Do

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

Module Three: Establishing Your Attitude

- Appearance Counts!
- The Power of a Smile
- Staying Energized
- Staying Positive

Module Four: Identifying and Addressing Their Needs

- Understanding the Customer's Problem
- Staying Outside the Box
- Meeting Basic Needs
- Going the Extra Mile

Module Five: Generating Return Business

- Following Up
- Addressing Complaints
- Turning Difficult Customers Around

Module Six: In-Person Customer Service

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

Module Seven: Giving Customer Service over the Phone

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

Module Eight: Providing Electronic Customer Service

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

Module Nine: Recovering Difficult Customers

- De-Escalating Anger
- Establishing Common Ground
- Setting Your Limits
- Managing Your Own Emotions

Module Ten: Understanding When to Escalate

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

Module Eleven: Ten Things You Can Do To WOW Every Time

- Ten Tips

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations