

COURSE CONTENT OVERVIEW

Customer Service Skills

This online Customer Service training course is designed to help people working in the customer service industry improve their knowledge and skills to ensure that each customer has the best possible experience every time they come into contact with the business.

All businesses, whether they operate face-to-face, over the phone or by e-mail, should strive to go above and beyond with the service they provide and this course will ensure workers have the necessary information with which to do so.

Module One – Introduction

This module looks at the importance of customer service and the costs of poor customer service. The module also explains the differences between internal and external customers and gives examples of how you can go above and beyond with the service you provide.

- The importance of customer service
- The cost of poor customer service
- Who does customer service refer to?
- Internal and external customers
- Customer expectations
- Going above and beyond

Module Two: Body Language and Listening

This module explains the importance of positive body language in creating rapport and being honest with your customers. The module also outlines active listening to ensure you always understand what your customer is saying.

- Your appearance
- Open and closed body language
- Creating rapport
- Honesty gestures
- Eye contact
- The importance of listening
- Active listening
- Over the phone

Module Three: Communication

This module outlines the best methods of communication, including how to ensure you are confident, polite and professional with every customer.

- Types of communication
- Self-awareness and confidence
- Politeness
- Acknowledging needs
- Positive phrases
- Avoiding jargon
- Beginning and ending interactions
- Being professional
- Over the phone

Module Four: Dealing With Complaints

This module looks at what you can do if you receive a complaint, including how to ask questions successfully, admit to your mistakes and what to do if a customer becomes abusive. This module looks at responding to complaints face-to-face, over the phone and by e-mail.

- Asking questions
- Explaining and apologising
- Admitting to mistakes
- Being empathetic
- Over the phone
- By e-mail
- Handling complaints and abuse
- What to say
- Personal safety
- What to do next

Module Five: Evaluating Customer Service

This module explains how you can monitor your customer service to ensure it consistently remains at the highest possible level.

- Social media
- Mystery shoppers
- Feedback and surveys
- Staff training

Aims of the training

By the end of this course learners will:

- Understand the importance and benefits of having excellent customer service skills.
- Understand how body language and listening play an essential role in providing good customer service.
- Be able to adapt their communication to the customer and their needs.
- Know how to remain professional when providing customer service both in person and over the phone.
- Understand how to deal with complaints effectively and safely.
- Understand the importance and relevance of social media.
- Know how to evaluate customer service through feedback and staff training.