

COURSE CONTENT OVERVIEW

Retail Customer Service Skills



This online Retail Customer Service course has been designed by professionals to help retail employees improve their ability to handle complaints, provide excellent service, and evaluate their service skills.

All retail businesses should aim to provide every customer with the best service they can and this course will ensure workers have the necessary information in order to achieve and maintain excellent listening, body language and communication skills when dealing with customers.

Module One: Introduction

This introductory module will help learners recognise the importance of excellent customer service. Topics include:

- The importance of customer service
- The cost of poor customer service
- Internal and external customers
- Customer expectations
- Going above and beyond
- 'The customer is always right'

Module Two: Body Language and Listening

In this second module, learners will be introduced to concepts that will enable them to 'read' customers and use positive body language and listening skills to improve each transaction. Topics include:

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

Module Three: Communication

This module provides advice on how to communicate with customers including the value of using positive language and phrasing. This module also includes guidance on how to use communication methods such as LEAP. Topics include:

- Self-awareness and confidence
- Politeness
- Communication techniques
- Acknowledging needs
- Positive phrases
- Persuasion and influencing
- Avoiding jargon
- Beginning and ending interactions
- Being professional
- Over the phone

Module Four: Dealing with Complaints

This module provides essential guidance on how to turn a potentially negative customer experience into a great one. Topics include:

- Asking questions
- Explaining and apologising
- Admitting to mistakes
- Being empathetic
- Dealing with queues
- Refund and exchange policies
- Handling complaints and abuse
- LEAP
- What to say
- Personal safety
- What to do next

Module Five: Evaluating Customer Service

In this final module, learners will discover the many ways that they can use to evaluate customer service. Topics include:

- 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 in person and over the phone.
- Understand how to deal with complaints effectively.
- Understand the law in regards to refund and exchange policies.
- Understand the importance and relevance of social media.
- Know how to evaluate customer service through feedback and staff training.