



Customer Service Training

Customer Service Series

Total Time: 20 hours

This course contains 5 modules - click the title of each module to view more details.

For customers with a fast internet connection we also have a video training title in **Customer Service Training**

Customer Service Training: Defining Service **Time: 4 hours** **CUSC01**

Customer Service Training: Defining Service explains the concept of company-wide customer service and standards.

- Understanding "Customers" and "Service"
- Bringing the Customer Back
- Making the Mission a Priority
- Getting Everyone Involved
- Service from the Top Down
- Creating Service Standards
- Implementing Service Standards
- Customer Segments
- Segmenting Your Customers

Customer Service Training: Communicating **Time: 4 hours** **CUSC02**

Customer Service Training: Communicating presents strategies for understanding customer problems, resolving conflict, and writing effective correspondence, instructions, and manuals.

- Getting Your Message Across
- Using the Right Words
- Matching the Customer's Style
- Using Questions
- Dealing with Angry Customers
- Resolving Conflict
- Writing Letters to Customers
- Breaking Bad News in a Letter
- Giving Written Instructions
- Writing Helpful Manuals

Customer Service Training: Fixing Problems **Time: 4 hours** **CUSC03**

Customer Service Training: Fixing Problems explains how to answer common questions, find customers' needs and problems, and resolve the root cause of those problems.

- Using Complaints
- Frequently Asked Questions
- Answering Employee Questions
- Finding What Customers Want
- Using Surveys
- Finding (the Real) Problems
- Finding Solutions

Customer Service Training: Building a Department**Time: 4 hours CUSC04**

Customer Service Training: Building a Department provides users with an overview of creating a Customer Service department and hiring talented customer service people.

- Forming a Customer Service Organization
- Building Teams
- Hiring Service Pros
- Motivating Service People
- Helping the Good Get Better
- Creating a Productive Environment
- Getting Help to Customer Service
- Good Service for Your Employees
- International Customer Service

Customer Service Training: Tools of the Trade**Time: 4 hours CUSC05**

Customer Service Training: Tools of the Trade explains the concept of company-wide customer service and standards.

- Talking to Customers
- Using the Phone
- Phone and Fax Lines
- Electronic Mail
- Communicating with Electronic Mail
- The Internet
- Presenting a Web Site