

# Customer Service: Listening Resolving Responding



**Length:** 2-days of interactive workshop-style training.

This **Customer Service Course** is aimed at participants who are in the customer service field and want to improve their knowledge of customer service. Participants will discuss what it means to have a service culture in an organization. They will examine customer service skills that include organization, communication, and personal motivation. This course also covers customer service as a process that includes greeting, listening, questioning, responding, and resolving. Participants will discuss each step of the process in detail. Participants do not need to have any prior knowledge of customer service to take this course.

## **Course Outline:**

### **Lesson 1: Customer service basics**

Topic A: Customers  
Topic B: The service culture

### **Lesson 2: Customer service skills**

Topic A: Organization skills  
Topic B: Communication factors  
Topic C: Personal motivation

### **Lesson 3: Greeting customers**

Topic A: Greeting overview  
Topic B: Phone and e-mail messages  
Topic C: Rapport

### **Lesson 4: Listening and questioning**

Topic A: Listening  
Topic B: Questioning

### **Lesson 5: Responding**

Topic A: Responding to customers  
Topic B: Resetting expectations  
Topic C: Working toward solutions

### **Lesson 6: Resolving issues**

Topic A: Customer appreciation  
Topic B: Follow-up techniques

### **Lesson 7: Using what you've learned**

Topic A: The implementation phase  
Topic B: Resources and tools

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Customer Service Courses Brisbane, Sydney, Melbourne, Adelaide and Perth

## Excellence in Service: Advanced



**Length:** 1-day of interactive workshop-style training.

This ***Excellence in Service: Advanced training*** course builds on the skills taught in the Standard Customer Service Course.

In this Advanced course, Participants will learn how to determine what customers want, and evaluate the service provided.

Participants will also learn how to create, implement, and monitor service standards.

Course activities also cover conducting interviews, training and empowering employees, and recognizing desirable behaviour.

Finally Participants learn how to create a customer service climate and foster customer loyalty.

### **Course Outline:**

#### **Lesson 1: Service standards**

Topic A: Fundamentals of service standards  
Topic B: Monitoring service standards  
Topic C: Management and service standards

#### **Lesson 2: Service teams**

Topic A: Teams as a service solution  
Topic B: Employee selection  
Topic C: Team training and empowerment  
Topic D: Motivation

#### **Lesson 3: Customer loyalty**

Topic A: Understanding your customers  
Topic B: Customer loyalty development  
Topic C: Employee loyalty and influence  
Topic D: Memorable service

# Customer Relationship Management



**Length:** 1-day of interactive workshop-style training.

This **Customer Relationship Management** course introduces the benefits of creating customer loyalty, developing a market intelligence enterprise, and incorporating customer relationship management in a company.

Participants will learn how to create customer loyalty, define the four marketing tiers, define the four types of CRM, define the CRM process, and evaluate critical success factors. Course activities also cover the goals and cost of CRM, CRM pre-implementation strategies, the CRM implementation process, tactics used to test CRM, and ways to modify operations costs to become customer focused.

Participants will also learn how to manage customer relationships over the Internet, identify the characteristics of eCRM, automate processes with eCRM, and customize eCRM interfaces for each type of eCRM user.

## **Lesson 1: Customer loyalty**

Topic A: Customer loyalty

Topic B: Market intelligence enterprise

## **Lesson 2: CRM basics**

Topic A: Customer information

Topic B: A CRM program

## **Lesson 3: Preparations for CRM**

Topic A: CRM and expenditures

Topic B: Implementation planning

## **Lesson 4: CRM implementation**

Topic A: CRM implementation preparation

Topic B: The implementation process

## **Lesson 5: eCRM**

Topic A: eCRM fundamentals

Topic B: eCRM and automation

## **Lesson 6: eCRM customization and goals**

Topic A: eCRM customization

Topic B: eCRM goals

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