

C O U R S E F E A T U R E S

Customer Service

(2 day Instructor-Led Course)



Course Overview

The CBP™ Customer Service Certification provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies.

The CBP™ Customer Service Certification module provides guidelines for emerging technologies such as Internet Chat. Additionally, this module uses various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide excellence in service.

Who Should Attend

This course is recommended for customer service professionals, service agents, front-line workers, managers, supervisors and business professionals, who wish to specialize in the customer service business segment.

Prerequisites

This course is designed for the student who has little or no experience.

Course Materials

Students will receive an official course manual for post class reference and review.

Certification Preparation

This module prepares candidates to sit the Certified Business Professional exam – **C20-507**

Follow-up Courses

- Leadership
- Sales
- Business Etiquette and Professionalism
- Business Communication

Course Outline: CBP™ Customer Service

Module 1: Introduction to Customer Service

- What Is Customer Service?
- Who Are Your Customers?
- When & Where Does Customer Service Take Place?
- The Need for Customer Service
- What Does Customer Service Mean to You?
- Developing a Customer Friendly Attitude
- Excitement is Contagious

Module 2: Customer Service: Communication Skills

- Developing Effective Communication Skills
- Non-verbal Communication Skills
- Verbal Communication Skills
- The Choice of Words
- Tone of Voice
- Presenting a Professional Image

Module 3: Customer Analysis: Knowing your Customer

- Knowing Your Customer
- Assertive Working Style - Results-Oriented
- Analytical – Details-Oriented
- Amiable – People-Oriented
- Dominant Behavioral Style

Module 4: Calming Upset Customers

- Calming Upset Customers
- Avoiding Upsets
- 5 Key Steps to Calming Upset customers
 - Accurately identify the problem
 - Confirm the Customer's Value
 - Synchronize & Summarize
 - Conclude by Affirming the Customer's Value Again
 - Follow Up
- Calming Yourself

Module 5: Telephone Customer Service

- Telephone Customer Service
- Mastering the Telephone
- Answering the Telephone
- Active Listening
- Putting Callers on Hold
- Transferring a Call
- Taking a Message
- Voicemail
- Closing the Call

Module 6: Internet Customer Skills

- Internet Customer Service
- Email
- Email Communication Guidelines
- Online Chat
- Online Chat Guidelines
- Online Chat - Scripted Responses
- Introduction
- Additional Customer Care Channels
- Online Customer Support Channels

Module 7: Time Management Strategies

- Time Management Strategies
- Taking Control of Your Time
- Task Analysis
- Task Prioritization
- Time Wasters

Module 8: Stress Management Strategies

- Stress Management
- What Causes Stress?
- Stress Symptoms
- What Can Be Done to Manage or Even Eliminate Stress?