

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?
- Developing a Customer-Centric Mindset
- Who Are Your Customers?
- Internal Customers
- External Customers
- When & Where Does Customer Service Take Place?
- The Need for Customer Service
- Rewards and Penalties
- What Does Customer Service Mean to You?
- Unpleasant Experiences
- Satisfying Experiences
- Developing a Customer Friendly Attitude
- Evaluation
- Excitement is Contagious

Module 2: Customer Service: Communication Skills

- Developing Effective Communication Skills
- Presenting a Professional Image
- Non-verbal Communication Skills
- Body Language
- Key Body Language Aspects
- Physical Distance
- Verbal Communication Skills
- Choice of Words
- Tone of Voice
- The Choice of Words
 - May I
 - Please
 - Thank You
- The Close
- Being Positive
- Tone of Voice
- Inflection
- Energy
- Volume
- Pace

Module 3: Customer Analysis: Knowing your Customer

- Knowing Your Customer
- Customer Expectations
- Assertive Working Style - Results-Oriented
- Analytical – Details-Oriented
- Amiable – People-Oriented
- Dominant Behavioral Style
- Determining Your Level of Service

Module 4: Calming Upset Customers

- What Makes Customers Upset?
- Avoiding Upsets
- What Can You Do to Avoid 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
- What to Do When You Are Upset?

Module 5: Telephone Customer Service

- Mastering the Telephone
- Answering the Telephone
- A Professional Greeting
- Active Listening
- Putting Callers on Hold
- Recommendations
- Transferring a Call
- Taking a Message
- Voicemail
- Closing the Call

Course Outline: CBP™ Customer Service

Module 6: Internet Customer Skills

- The Internet Customer
- Email
- Email Communication Guidelines
- Online Chat
- Internet Customer Skills
- Scripted Responses
- Introduction
- Placing a Chat on Hold
- Closing a Chat session
- Websites
- SMS Text Message
- Virtual Agents
- Screen Sharing
- Social Media
- Knowledgebase
- FAQ
- Auto responders
- Customer Online Support

Module 7: Time Management Strategies

- Time Management
- Taking Control of Your Time
- Time Analysis: Task Identification
- Task Analysis
- Personal Suitability
- Efficiency
- Task Analysis
- Task Prioritization
- Relative Importance
- Time-frame
- Time Wasters

Module 8: Stress Management Strategies

- Stress Management
- What is Stress?
- What Causes Stress?
- Stress Symptoms
- What Can Be Done to Manage or Even Eliminate Stress?
 - Do Something That You Love
 - Don't Feel Responsible to Solve Every Situation
 - Have a Hobby
 - Rest, Take That Vacation
 - Exercise
 - Be Organized
 - We All Make Mistakes
 - Be Positive