Introduction

Achieving world-class customer service is not a matter of accident. It requires the concerted effort of well-trained customer service professionals and teamwork. This **Advanced Customer Service Course** offers delegates the resources and confidence to enhance customer relationships and promote customer service excellence within their organizations. It covers both basic customer service principles and delves into advanced topics to provide a solid foundation. This course serves as both an advancement for those who have completed basic customer service courses and a stepping stone for further development.

Targeted Groups

- Customer Service Professionals
- Managers and Supervisors focused on customer service improvement
- Marketing Executives interested in customer retention and Social Media
- Individuals responsible for the development and implementation of customer service strategies

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Course Objectives

By the end of this customer service management course, participants will be able to:

- Describe the best practices of world-class customer service providers.
- Develop a customer-focused mindset for continuous improvement.
- Identify key components that promote customer retention and loyalty.
- Measure customer service performance against established benchmarks.
- Understand internal and external customer expectations.
- Apply effective phone and voicemail communication in call center settings.
- Use active listening and questioning techniques in customer service interactions.
- Appreciate the importance of written and electronic communication.
- Apply customer service coaching techniques to manage conflict and stress effectively.

Targeted Competencies

By the end of this training, participants will have developed competencies in:

- Persuasion and negotiation

- Conflict resolution
- Listening and questioning techniques
- Team-building and leadership skills in customer service
- Stress management
- Effective phone communication

Course Content

Unit 1: Principles for Delivering World-Class Customer Service

- Defining quality customer service
- Benefits of providing excellent customer service
- Breakout session: Leveraging customer service to increase customer satisfaction and loyalty
- Benchmarking world-class customer service providers
- Creating a positive first impression
- Making customer service touchpoints to enhance the customer experience
- The WOW Factor: Going the extra mile to exceed customer expectations

Unit 2: Developing Effective Communication and Interpersonal Skills

- Importance of nonverbal communication
- Practical exercise: The Body Language Quiz
- Building rapport through effective body language
- Understanding customer temperament styles
- Beneficial exercise: Determining your temperament style
- Developing active listening skills to enhance communications
- Proper exercise: Active Listening Evaluation
- Employing questioning techniques to understand customer expectations
- Determining your customer’s preferred learning style
- Mastering effective telephone and voicemail communication

Unit 3: Principles of Superior Customer Service and Organizational Procedures

- Aligning customer experience with organizational vision and mission
- Identifying internal and external customer expectations
- The benefits of teamwork and cooperation
- Teambuilding and leadership exercise: The importance of teamwork in customer service
- Maintaining customer and organizational confidentiality
- Dos and don’ts of written and electronic communication
- Empowering employees to excel in customer service

Unit 4: The Importance of Customer Feedback and Service Recovery

- Encouraging and managing customer complaints and feedback
- Establishing customer service satisfaction metrics
- Best practices: Recording and monitoring customer service issues
- Supervisor’s role in service recovery
- The art of giving and receiving constructive feedback
- Negotiating win-win outcomes

- Managing emotions during stressful customer interactions

Unit 5: Leading the Way to Customer Satisfaction and Continuous Improvement

- The influence of a positive attitude
- Stress management techniques for peak performance
- The importance of personal development
- Setting SMART goals for continuous customer service improvement
- Practical exercise: Creating your action plan for customer service excellence

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Enhancing Customer Service through Effective Coaching and Communication

Effective customer service relies heavily on not just individual skills, but also on how customer service coaching and communication strategies are implemented. Participants will explore customer service coaching, including chat customer service training, and learn how to provide effective feedback and guidance to front-line service staff. These skills are essential in building a team that reflects the organization’s commitment to customer satisfaction and service excellence.