

# Through the Customer's Eyes Level I

There is no better training investment than improving the quality of your customer service. *Through the Customer's Eyes* provides your team with the skills they need to deliver a superior customer experience **I** every time.

## Module 1

### Why Customer Service Matters

This module will lay the groundwork for understanding why customer service is critical to every organization and introduce some of the core skills and key concepts necessary for certification. These include:

- ✔ The lifetime value of your customers
- ✔ Why customers are the lifeblood of any business
- ✔ How superior value will attract and retain customers
- ✔ The relationship between professional customer service and profits
- ✔ Lifetime customers can be created through great customer care

This session is filled with real-world examples and interactive activities to demonstrate the importance of delivering quality service for your organization. By completing this module and passing the certification exam, you'll be on the road to becoming a leader in your customer service organization.

## Module 2

### What Customers Want

Believe it or not, your customers want to have confidence in you and your skills. It validates their decision to do business with your company. In Module 2, you'll learn:

- ✔ How great customer service goes hand in hand with the perception of high value
- ✔ How to say "no" by saying "yes" first
- ✔ Why it's important to give the customer confidence in your service
- ✔ How to value the customer's time **I** make it quick, easy and enjoyable

This session is filled with interactive activities to demonstrate the importance of delivering quality service for your organization. By completing this module and passing the certification exam, you'll be on the road to becoming a leader in your customer service organization by learning to deliver good service, personal attention and promptness.

## Module 3

### Essential Customer Service Skills, Part I

To offer a high-quality customer experience, there are core skills that every associate in your organization should master **I** empowerment, a service attitude, active listening and patience. In this module, you'll take part in interactive activities that demonstrate the importance of delivering quality service for your organization. In Module 3, you'll learn:

- ✔ The Customer Service Analysis **I** with internal and external focus
- ✔ How concepts lead to beliefs, which lead to actions
- ✔ How to understand the meaning and feeling behind words
- ✔ The 4 key customer service skills

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#### Module 4

### Essential Customer Service Skills, Part II

Understanding your products, asking questions, offering the right information and creating trust are additional skills that customer service professionals must have to enhance customer satisfaction. In this module, you'll build on the core skills learned in Module 3 so you can become a more polished customer service professional. What you'll learn:

- ✔ Ways to acquire product knowledge
- ✔ Delivery methods to provide information
- ✔ Techniques for asking questions
- ✔ Methods for establishing rapport, building goodwill and creating trust

#### Module 5

### Handling Complaints and Dealing with Angry People

Face it, complaints and angry customers happen at every company. How well you handle these situations is a good measurement of your customer service skills. Why bother with difficult people? Mastering the core skills in this module will give you an edge when you find yourself in the middle of an exchange with a difficult customer. What you'll learn:

- ✔ How to focus on saving the customer **!** not the sale
- ✔ 3 steps to customer delight
- ✔ Techniques for defusing anger and aggression
- ✔ How to stay calm in stressful situations

#### Module 6

### Customer Service as a Strategic Marketing Tool & Customer Service Teams

No organization can afford to overlook the importance of customer service. It should be a key part of your corporate marketing strategy and employee training programs. When it's implemented well, it can improve productivity, morale and customer satisfaction on your teams. As a result, you may see higher productivity, greater customer satisfaction ratings and increased employee retention. Enhance your company's productivity and market position with these skills by learning:

- ✔ How great customer service adds value
- ✔ How great customer service differentiates your company from others
- ✔ How to help your customers get more utility and enjoyment from their purchases