

# Through the Customer's Eyes

Every customer's experience starts with frontline employees, and those employees' customer service skills can literally make or break an organization. After all, customers have almost limitless choices. If they don't like the service one company offers, they'll just take their business elsewhere — and they'll tell the world how bad things got before they decided to leave.

Take your customer care team to a new level of excellence with this LIVE, virtual training program. It provides the essential skills your team needs to deliver the ultimate customer experience every time. Participants will learn what good customer service looks and sounds like, how to build successful customer relationships, how to overcome service hurdles and how to be a company hero who creates loyal, lifetime customers.

**About this virtual certification program:** This course is certified by the Professional Association for Customer Engagement (PACE).

**Post-course assessment, certificate and eBadge:** Following completion of the course, training participants will take a post-course assessment to demonstrate they have learned and retained the essential skills required as a customer service professional. Upon passing, participants will receive a signed Certificate of Completion and a digital eBadge.

## Session 1

### Why Customer Service Matters

- Understand the relationship between customer service and profits
- Know the lifetime value of each customer
- Explain how customer service correlates with the perception of value
- Describe how to satisfy end users, intermediate customers and internal customers
- Discuss ways to deliver core, expected and bonus benefits to provide the best possible service.

## Session 2

### Keep Customers for Life

- Develop core skills required to enhance consumer relationships
- Learn how to ask the right questions to reveal hidden concerns
- Discuss ways to become an expert in company products and services
- Earn customer trust and build rapport through positive communication
- Defuse hotheads by understanding anger and aggression