

# Certified Business Professional Course Features



## Customer Service Series

(2 day Instructor-Led Course)

### Course Overview

This module will give you a foundation for customer service and also focuses building life-long customer relationships through the development of positive customer-care approaches. The Customer Service module provides the guidelines for emerging technologies such as Internet Chat. You will develop the foundation customer care skills needed to provide excellence in service using hands-on, interactive, scenario based modules.

**Who Should Attend:** This course is designed for candidates who wish to specialize in specific business skills segments.

**Prerequisites:** No previous experience required.

**Certification Preparation:** This module prepares candidates to sit the CBP exam – **C20-507**

**Follow-up Courses:** Leadership Series \* Sales Series \* Business Etiquette & Professionalism Series \* Business Communications Series

## Course Outline: Customer Service Series

### 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
- ∞ Penalties
- ∞ What Does Customer Service Mean To You?
- ∞ Unpleasant Experiences
- ∞ Satisfying Experiences
- ∞ Developing A Customer Friendly Attitude
- ∞ Evaluation
- ∞ Excitement is Contagious

### 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

### 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

### 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
- ∞ What To Do When You Are Upset.

### 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
- ∞ Voice Mail
- ∞ Closing The Call
- ∞

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## Course Outline: Customer Service Series continued

### Internet Customer Skills

- ∞ The Internet Customer
- ∞ E-Mail
- ∞ E-mail Communication Guidelines
- ∞ Online Chat
- ∞ Internet Customer Skills
- ∞ Scripted Responses
- ∞ Introduction
- ∞ Placing a Chat on Hold
- ∞ Closing a Chat session
- ∞ Websites
- ∞ Knowledgebase
- ∞ FAQ
- ∞ Auto responders
- ∞ Customer Online Support

### 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

### 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