



SCPDCS 01
Essentials for Quality Customer Service
Course Structure

Contact Hrs- 6 (2 day Workshop)

Mode of Delivery - Online via Zoom

Aim of the Course:

The aim of the Customer Service Training Course is to provide participants with the foundation for delivering quality customer service.

Course Description:

This course is designed to equip participants with the skills and techniques necessary to manage customer interactions in a highly professional manner, meeting the expectations of both the company and its customers. Emphasizing the importance of building long-term customer relationships, the program focuses on developing effective customer-care strategies to ensure exceptional service delivery.

Participants will gain insights into the foundations and best practices of customer interactions, ensuring every touchpoint within the organization results in a positive experience. With a holistic approach, the course covers service to both external customers and internal stakeholders, fostering positive business relationships across all levels.

Additionally, participants will explore current trends in customer service and consumer expectations, learning how to adapt and implement strategies that enhance customer satisfaction and loyalty. This course prepares individuals to deliver consistent, high-quality service that drives business success.

Pre-requisites:

- A basic familiarity with subject matter is helpful, but not required.
- Access to a computer/laptop or other device with internet connection for online training

Modules covered in this course:

Day 1-

Module 1: Understanding Customer Service

- Describe Customer Service Benefits.
- Recognize the Importance of Internal Customer Service.
- Identify the Benefits of Customer Service.

Module 2: - Identifying How Customers Define Company Success

- Recognize Trends in Customer Service.
- Identify Criteria for Customer Satisfaction.

Module 3: -Increasing Customer Satisfaction

- Identify Characteristics of the Personal Touch.
- Create Lasting Positive Impressions on Customers.

Day 2-

Module 4: - Providing Face-to-Face Customer Service

- Identify Categories of Face-to-Face Contact.
- Understand the Critical Success Factors in Face-to-Face Customer Service.
- Identify the Characteristics of Active Listening.

Module 5: - Providing Remote Customer Service

- Identify Remote Customer Service.
- Communication Channels
- Apply Remote Customer Service Best Practices

Module 6: - Engaging Difficult Customers

- Dealing with Difficult Customers
- Manage Angry Customers
- Interacting with Difficult or Unhelpful Colleagues.

Module 7: - Increasing Customer Loyalty

- Optimize Moments of Truth.
- Recognize the Value of Customer Complaints.
- Identify the Stages of the Service Recovery Process.

Assessment Structure –

- Assessment 1- 30%- Online Multiple Choice quiz / activity
- Assessment 2- 70% Role Play: Use of a Rubric & Checklist Participants will engage in worst/best case scenarios. Instructor and class mates provide feedback.

Note- Details on assessments will be provided in class