



SCPDCS 02 –  
Customer Service Training for Leaders  
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 for Leaders course is to provide supervisory and upcoming leaders with a strong foundation in delivering quality customer service, foster the development of long-term customer relationships, and equip them with effective customer-care strategies to enhance overall service excellence and organizational success.

**Course Description:**

This course is designed to provide participants with an engaging and practical learning experience focused on a customer-centric approach to service, a critical aspect of today's business landscape. Tailored for supervisory and aspiring leaders, the program emphasizes the importance of assessing, recognizing, and measuring outstanding customer service while fostering a culture of continuous improvement.

Participants will gain the skills to effectively handle challenging service situations, both within their teams and across their organizations. Through this training, developing leaders will be empowered to drive customer satisfaction, build stronger relationships, and enhance overall service excellence.

**Pre-requisites:**

- Completion of an introductory level customer service course and or work experience as a supervisory.
- Access to a computer/laptop or other device with internet connection for online training

## **Modules covered in this course:**

### **Day 1-**

#### **Module 1: Considering the Customer Experience in Customer Service**

- The value that customer service provides in retaining customers and improving the customer experience.
- The customer experience and how the organization brand influences customer experience and service.
- Identification of when and where customer engagement occurs within the organization; and how it relates to what the customers experience.

#### **Module 2: - Servant Leadership**

- The expectations and basic needs of customers.
- What it means to be customer-centric; and how that makes customers feel valued and important.
- The benefits of understanding the customer's point of view and client advocacy.

#### **Module 3: -Measuring Customer Satisfaction**

- The components of customer satisfaction and customer loyalty.
- Measuring both customer satisfaction and customer loyalty.
- Identifying best practices for leveraging social media to improve customer satisfaction.

### **Day 2-**

#### **Module 4: - Advocating For And Promoting Your Team**

- Team leadership requires an alignment of team goals and mission in order to meet the needs of the customer service culture.
- Ways to deal with a potentially negative experience and find a way to make it valuable, promising and beneficial to all.
- Use of various continuous improvement methods to improve both internal and external customer service.

### **Module 5: - Leading a Customer Service Culture**

- How clearly defined values, the mission and leader accountability contribute to a culture of customer service excellence within the organization.
- The characteristics of a customer service culture, including internal customer service, and which of these features your team and organization may be lacking.
- A long-term plan for sustaining the organizational commitment to a customer service culture.

### **Module 6: - Manage by the numbers, but stay human.**

- Inclusion of the customer's experience can be included in the organization's customer service delivery.
- Showing an appreciation of the customer's point of view is essential in understanding what the customer needs.
- The difference between customer satisfaction and customer loyalty; their impact on the business and how to effectively use both to measure success.

### **Module 7: - Methods for Leading Customer Service Continuous Improvement**

- How to use training and indicators to improve internal customer satisfaction and deliver continuous improvement.
- How to analyse the customer and create customer-focused organizational changes.
- Write a plan for delivering continuous improvement in the organization by –
  - monitoring internal and external satisfaction indicators.
  - using that knowledge to prioritize the need for training and operational changes.
  - Identify the Stages of the Service Recovery Process.

### **Assessment Structure –**

- Assessment 1- 100%- Summative Assessment
  - Participants will prepare a plan for delivering quality customer service for continuous improvement in the organization.
  - Instructor and participants will provide feedback and other possible scenario solutions.
  - Participants will be assessed with the appropriate rubric.

Note- Details on assessments will be provided in class

MIC Institute of Technology (MIC-IT)