

# CUSTOMER SERVICE

## Customer Satisfaction®

### Program Highlights:

After completing this course, you'll have the skills to build and maintain long-term customer relationships, handle difficult people, and overcome barriers to customer satisfaction. By learning to define targets for superior customer service, you will create repeat business with every customer contact you make. Providing superior service means solving problems, dealing with frustrations and stress, giving and receiving feedback, avoiding placing blame on others, and communicating effectively. This course will teach you all the critical skills to achieve outstanding customer satisfaction.

### Learning Outcomes:

- Learn why satisfying customers, the people part of the job, is as important as doing the technical part of the job
- Use the tools of customer satisfaction
- Obtain techniques of overcoming barriers to customer satisfaction



### Target Audience:

All employees through frontline leaders



***Stand Out!***

To learn more visit [LFCCworkforce.com](http://LFCCworkforce.com)  
or call 540-868-7021

## Course Outline

	DESCRIPTION
<b>UNIT 1:</b> How Customer Relationship Skills Can Build Your Success	<ul style="list-style-type: none"> <li>• Building Customer Relationships for Repeat Business</li> <li>• Success Stories</li> </ul>
<b>UNIT 2:</b> Dealing with Difficult People	<ul style="list-style-type: none"> <li>• Job Frustrations and Difficult People</li> <li>• The Secret of Success</li> <li>• Save Time by Taking Situations Professionally</li> <li>• Keep the Spotlight on the Issue</li> </ul>
<b>UNIT 3:</b> Burnout – Threat to Customer Satisfaction	<ul style="list-style-type: none"> <li>• Eight Common Signs of Burnout</li> <li>• Additional Signs of Burnout</li> <li>• Five Techniques for Preventing Burnout</li> </ul>
<b>UNIT 4:</b> The Secret to Getting More Cooperation	<ul style="list-style-type: none"> <li>• Updating Your Beliefs</li> <li>• A Selfish and Successful Strategy for Getting More Cooperation</li> <li>• Roadblocks to Avoid</li> <li>• Working as Partners – Treating Your Boss as a Customer</li> </ul>
<b>UNIT 5:</b> The Problem with Customer Service	<ul style="list-style-type: none"> <li>• Satisfaction is Defined by the Customer</li> <li>• Meet the Requirements of the People You Serve</li> <li>• Customer Satisfaction Is Easier When You Have Targets</li> <li>• A Shortcut for Defining Targets</li> <li>• The Pleasant Payoff</li> </ul>
<b>UNIT 6:</b> The Customer Is Not Always Right, But...	<ul style="list-style-type: none"> <li>• The Customer is Always the Customer</li> <li>• Blaming – A Barrier to Problem Solving</li> <li>• Shortcut to Stopping the Blame Habit</li> <li>• Seven Practical Steps to Customer Problem Solving</li> </ul>
<b>UNIT 7:</b> Getting What You Want	<ul style="list-style-type: none"> <li>• Make it Easy for Others to Cooperate with You</li> <li>• Six Cooperation Techniques</li> </ul>
<b>UNIT 8:</b> Building Motivation with Customer Feedback	<ul style="list-style-type: none"> <li>• People Need to Know How They Are Doing</li> <li>• A Simple System for Obtaining Feedback</li> <li>• Protect Yourself with Ongoing Feedback</li> <li>• Get Systematic Feedback from Your Customers</li> <li>• The Best Kind of Customer Feedback</li> <li>• Talk About Customer Feedback</li> </ul>

**UNIT 9:**

How to Keep It Going

- Success Secret 1: Give Yourself More Blue Ribbons
- Success Secret 2: Hand Out More Blue Ribbons
- Success Secret 3: Treat This Book As a Tool Kit