

## Customer Service – Level 1

### Program Highlights:

When customers are pleased, they're likely to spend about 10% more on your product or service AND come back to spend more. What are the right questions to ask? How well do you know your customers? How do body language, tone of voice, and small gestures retain customers? How do I manage my time and customer-base in a fast-paced service environment?

### Job Outlook:

Employment of customer service representatives is expected to grow 15 percent from 2010 to 2020, about as fast as the average for all occupations. Employment will increase as consumers continue to demand products and services that require customer support.

### Certification:

Customer service representatives typically have at least a high school diploma. Some workers may need some college education or an associate's or bachelor's degree, as employers increasingly demand a more skilled workforce. Customer service representatives who answer questions about insurance or financial services often need a state license. Licensure requirements vary, but usually include passing a written exam. Some employers may provide training for these exams.



### Benefits:

- Improve ROI from returning versus new customers
- Improve profits



**Stand Out!**

# Course Outline

	DESCRIPTION
<b>UNIT 1:</b> Covering the Basics!	<ul style="list-style-type: none"><li>• Who are your customers?</li><li>• Understanding the customer's basic needs.</li><li>• Rating your current customer service skills.</li></ul>
<b>UNIT 2:</b> The Organization's Customer Service Culture	<ul style="list-style-type: none"><li>• How does your company engage with the customer?</li><li>• How is your staff consistently trained to give the best service possible?</li><li>• Anticipating customer expectations</li><li>• Understanding customer barriers</li><li>• 14 Indicators of a "Customer Service Culture"</li></ul>
<b>UNIT 3:</b> Communicating with the Customer	<ul style="list-style-type: none"><li>• Your voice says it all!</li><li>• Telephone and electronic "customer etiquette"</li><li>• Recognizing Customer Timing Requirements</li></ul>
<b>UNIT 4:</b> Unhappy Customers	<ul style="list-style-type: none"><li>• 6 steps of dealing with unhappy customers</li><li>• The impact of unhappy customers</li><li>• How good is "good enough"?</li></ul>