

# Course Description

## Effective Customer Service: From Development to Delivery AMS248

### Overview

Studies have shown that organizations that excel in providing proactive and timely service to customers are able to build loyalty, generate sustainable growth, and build better partnerships. This course will help participants understand the importance of effective customer service. It explores the role of the front line service provider in delivering outstanding customer service to internal and external customers. The course demonstrates that service is about the elements that comprise the organization, processes, personalities, and the ultimate culture under which it is provided.



### Learning Objectives

- Understand the customer-focused goals of the organization
- Create a customer service image
- Gain skills for proper customer identification
- Describe what exceptional service is and the challenges of delivering it
- Discuss the benefits of customer loyalty to the service provider, organization, and customers
- Understand the service provider's role in building customer loyalty
- Find key defining moments in customer interactions
- Identify and discuss the multiple dimensions of service
- Describe and apply important qualities that internal and external customers demand from exceptional service
- Gain insight on how to make the customer feel special
- Explain how exceptional service contributes to customer loyalty
- Recognize opportunities for exceptional service in every interaction
- Generate options for delivering exceptional service to their customers
- Explain why meeting customers' human needs is critical to good service
- Learn to apply skills that demonstrate interest and concern for customers
- Build listening and verbal communication skills
- Use four respectful responses that communicate respect for the customer and identify their value to the organization

### Format

This course is a highly interactive session with several group discussion points.

### Delivery Options

### Duration

Three days / On-line 18 hours

### Who Should Attend

Individuals at all levels who wish to better understand their customers and provide exceptional service would benefit by taking this course.