

# MODULE HIGHLIGHTS

## Module Purpose

This module is designed to help you understand the importance of coaching customer service delivery. We will discuss and practice skills that enable you to coach others to become more customer focused and to improve their delivery of customer service.

This module supports other 360 Solutions customer service training modules.

Coaching in a high-performance organization emphasizes the importance of:

- ◆ On-the-job learning.
- ◆ Observing and listening to staff.
- ◆ Assisting staff in achieving timely results.
- ◆ Ensuring excellence in customer service delivery.

## Module Objectives

### Part 1: Understanding Customer Service Coaching

- ◆ List characteristics of an effective coach.
- ◆ Define “customer service coach.”
- ◆ Identify coaching opportunities in a cycle of service.

### Part 2: Developing Customer Service Coaching Techniques

- ◆ Identify five customer service coaching techniques.
- ◆ Identify questions to use when coaching.
- ◆ Discuss the importance of positive reinforcement.

### Part 3: Coaching Customer Service

- ◆ Identify coaching opportunities.
- ◆ Prepare for and practice a coaching scenario.

### Part 4: Enhancing Customer Service Coaching Skills

- ◆ Write an Action Plan for coaching customer service.
- ◆ Complete a Performance Plan for using the knowledge and skills you developed in this module to assist with professional growth and development.