

MODULE HIGHLIGHTS

Module Purpose

This module is targeted toward anyone who wants to take his or her customer service skills to the next level, and is designed to help participants develop an understanding of customer service as a strategic business advantage.

This module supports other 360 Solutions customer service training modules.

High-performance organizations of the 21st century emphasize the importance of:

- ◆ Listening to their customers.
- ◆ Acting on customers' needs.
- ◆ Gaining a strategic advantage with excellent customer service.

Customer service is a complex, multidimensional topic that should be a foremost consideration for every person in the organization.

Module Objectives

Part 1: Defining a Vision of Customer Service

- ◆ Assess your individual customer service orientation.
- ◆ Develop a personal vision statement for customer service delivery.
- ◆ Discuss the impact of changes in the global marketplace on customer service.

Part 2: Discovering Customer Expectations

- ◆ Identify customer expectations.
- ◆ Define customer alignment and ways to achieve it.
- ◆ Describe the difference between customer satisfaction and customer loyalty.

Part 3: Recognizing the Customer Experience

- ◆ Grade customer service using a customer scorecard.
- ◆ Track a cycle of service.
- ◆ Identify strategies for dealing with difficult customers.
- ◆ Recognize the importance of continuous improvement in customer service delivery.

Part 4: Enhancing Customer Service Skills

- ◆ Develop an Action Plan and identify priority actions for customer service improvement in the role that you play in your organization.
- ◆ Complete a Performance Plan that allows you to use the knowledge and skills developed in this module in your professional growth and development.

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