

# Customer Service

## Topics

### The Value of Customer Care

- Topic 1A: Understand Customer Care
- Topic 1B: Customer Care and Motivation
- Topic 1C: Standing Out with Customer Care

### Customers Define Success

- Topic 2A: Trends in Customer Service
- Topic 2B: The Customer Care Equation

### You Make the Difference

- Topic 3A: The Human Touch

### Customer Relationships

- Topic 4A: Face-to-Face Contact
- Topic 4B: Service Face to Face
- Topic 4C: Benefits of Active Listening
- Topic 4D: The Value of Complaints
- Topic 4E: The Service Recovery Process

### Who Is the Customer?

- Topic 5A: Customer Relationship Management
- Topic 5B: Internal Customers
- Topic 5C: Value Chain Management

### Engage Difficult Customers

- Topic 6A: The Unreasonable Customer
- Topic 6B: The Angry Customer
- Topic 6C: The Unhelpful Colleague

### Increasing Customer Loyalty

- Topic 7A: Moments of Truth
- Topic 7B: Analyze Moments of Truth

### Increase Sales via Service

- Topic 8A: Sales Orientation
- Topic 8B: Features and Benefits
- Topic 8C: The Nature of Persuasion