

Customer Service (Open Source)

Learn to build strong customer relationships, handle difficult situations and use service to support sales.

8

MODULES

22

TOPICS

COURSE OVERVIEW

This course examines the value of customer care and how customers define success, before looking at the personal impact individuals have on service quality. It covers building customer relationships through face-to-face contact, active listening and handling complaints, as well as distinguishing internal and external customers within value chain management. Attention then turns to engaging unreasonable or angry customers and unhelpful colleagues, increasing customer loyalty through moments of truth, and using service orientation, features and benefits, and persuasion to support sales.

WHO THIS COURSE IS FOR

Customer Service Representatives

Customer Care Staff

Support Team Members

Sales Support Staff

Client Relationship Handlers

LEARNING OBJECTIVES

- Explain the value of customer care and its link to motivation
- Identify trends shaping customer service and the customer care equation
- Describe the human touch in delivering service
- Apply active listening and face-to-face service techniques
- Assess the value of complaints and the service recovery process
- Compare internal and external customers within value chain management
- Analyse moments of truth to increase customer loyalty
- Apply sales orientation, features and benefits, and persuasion in service

8 Modules, 22 Topics

01

The Value of Customer Care

TOPICS

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

02

Customers Define Success

TOPICS

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

03

You Make the Difference

TOPICS

Topic 3A: The Human Touch

04

Customer Relationships

TOPICS

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

05

Who Is the Customer?

TOPICS

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

06

Engage Difficult Customers

TOPICS

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

07

Increasing Customer Loyalty

TOPICS

Topic 7A: Moments of Truth · **Topic 7B:** Analyze Moments of Truth

08

Increase Sales via Service

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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