

Course Name

Customer Service Certificate

Contact Hours: 24

Course Description

This series is designed to help users create and maintain good customer services. Concepts covered include defining company-wide customer service and standards, strategies for effective communication, and effective problem resolution. The series also provides an overview of creating a customer service department that useful tools for providing excellent customer service.

Outcome

After completing this course, students will be able to:

Defining Service

- Define "customers" and "service"
- Gather repeat business
- Get the entire company involved in good service
- Create standards of customer service
- Define a business's customer segment

Communicating

- Use the best words for getting the message across
- Identify and speak to the customer's style of communication
- Use questions to get more information about a problem
- Handle conflict and angry customers
- Write purposeful letters to customers
- Write effective "bad news" letters
- Write useful instructions and manuals

Fixing Problems

- Turn complaining customers into satisfied customers
- Create answers to Frequently Asked Question
- Answer internal questions
- Find customer wants
- Find the true sources of problems
- Solve problems

Building a Department

- Create a customer service organization
- Build teams
- Hire the right personalities for customer service
- Motivate customer service people
- Educate and improve customer service people
- Set up a good organizational environment

- Equip customer service for international relations

Tools of the Trade

- Choose a phone system for customer contact
- Use voice mail and phone etiquette for customer interactions
- Set up phone and fax lines
- Use electronic mail
- Help design a company information web site

Assessment

Students may master the course/s by achieving a percentage at or above 70% for each individual lesson, through their scoring results of the course questions, the skill assessment, or a combination of both.

Outline

Defining Service

- Understanding "Customers" and "Service"
- Bringing the Customer Back
- Making the Mission a Priority
- Getting Everyone Involved
- Service from the Top Down
- Creating Service Standards
- Implementing Service Standards
- Customer Segments
- Segmenting Your Customers

Communicating

- Getting Your Message Across
- Using the Right Words
- Matching the Customer's Style
- Using Questions
- Dealing with Angry Customers
- Resolving Conflict
- Writing Letters to Customers
- Breaking Bad News in a Letter
- Giving Written Instructions
- Writing Helpful Manuals

Fixing Problems

- Using Complaints
- Frequently Asked Questions
- Answering Employee Questions
- Finding What Customers Want
- Using Surveys

- Finding (the Real) Problems
- Finding Solutions

Building a Department

- Forming a Customer Service Organization
- Building Teams
- Hiring Service Pros
- Motivating Service People
- Helping the Good Get Better
- Creating a Productive Environment
- Getting Help to Customer Service
- Good Service for Your Employees
- International Customer Service

Tools of the Trade

- Talking to Customers
- Using the Phone
- Phone and Fax Lines
- Electronic Mail
- Communicating with Electronic Mail
- The Internet
- Presenting a Web Site

COST: \$369.00

Certification: Clemson University/Chattanooga State College

CEU Credits: 2.4