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## Delivering Exceptional Customer Service Course Outline

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### Course Overview

As a customer service representative, you are expected to handle customer interactions in the best way possible. Meeting the expectations of both your company and your customers hinge on your ability to provide the right service in the right way. In this course, you will explore the background and techniques of customer interactions. Providing quality customer care ensures that every single contact with your company is a positive experience. Customers can range from external consumers to internal employees in other departments. Knowing how to provide the same level of service to all customers will enrich your time spent at work by establishing positive business relationships. Recognizing crucial points throughout customer interactions increases your ability to solve problems and offer affirmative solutions. Applying this knowledge to trends in service and consumer desires allows you to contribute to the company's bottom line and make a customer's life a little easier.

### Course Details

Class Duration	1 day (7 contact hours)
Course Materials Provided	Student manual and electronic files
Course Price	\$495 per participant. Special group pricing available.

### Prerequisites

A basic familiarity with subject matter helpful, but not required.

### Instructors

We hand pick our instructors to ensure you receive a top-quality educational experience. Some of our instructors have over 20 years of experience in the field, as well as years of adult education experience. We require that our instructors have a minimum of 10 years of experience in the subject matter they deliver, as well as at least three years of adult education classroom experience. Your training class is only as good as your instructor.

Our founder, Brian Salk, PhD, PMP®, PMI-ACP®, personally hires and trains all of our instructors. Our instructors attend Dr. Brian's intensive train-the-trainer session, designed to help instructors deliver effective, interactive, and informative training sessions that are tailored to the unique learning styles of adult students. Dr. Brian's highly interactive teaching style is based on proven educational theory and over 25 years of practice. He has won the prestigious Worldwide Excellence in Training award four times.

Pinnacle Professional Development, LLC

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### Lesson 1: Understanding Customer Service

- Describe Customer Service Benefits
- Recognize the Importance of Internal Customer Service
- Identify How Customer Service Benefits You
- Excel with Customer Service

### Lesson 2: Identifying How Customers Define the Success of Your Company

- Recognize Trends in Customer Service
- Identify Criteria for Customer Satisfaction

### Lesson 3: Increasing Customer Satisfaction

- Identify Characteristics of the Personal Touch
- Create Lasting Positive Impressions on Your Customers

### Lesson 4: Providing Face-to-Face Customer Service

- Identify Categories of Face-to-Face Contact
- Understand the Critical Success Factors in Face-to-Face Customer Service
- Identify the Characteristics of Active Listening

### Lesson 5: Providing Remote Customer Service

- Identify Remote Customer Service Communication Channels
- Apply Remote Customer Service Best Practices

### Lesson 6: Engaging Difficult Customers

- Serve Difficult Customers
- Manage Angry Customers
- Deal with Difficult or Unhelpful Colleagues

### Lesson 7: Increasing Customer Loyalty

- Optimize Moments of Truth
- Recognize the Value of Customer Complaints
- Identify the Stages of the Service Recovery Process



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