



CUSTOMER SERVICE
EFFECTIVENESS

Fundamentals of Customer Service



COURSE SPECIFICATIONS



FORMAT

- In-house



DURATION

Training is given a half-day (3 hours).

(The content and the duration of this session can be adapted for a personalized on-site training.)



TARGET AUDIENCE

All frontline associates and service staff in back-up and support roles.



DELIVERY METHOD

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities. Participants' experiences are used as support to put new notions into action.

Highly personalized and interactive approach, the groups are limited to 15 participants.



LANGUAGE

Available in:

- French
- English



CERTIFICATION

Training Certificate

Emploi Québec

DESCRIPTION

Fundamentals of Customer Service delivers an overview of the basics of customer service. It presents guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Reflect on a common customer service frame of reference.
- Apply key rules and principles for quality customer service.
- Become conscious of his individual contribution to the overall improvement on customer service quality

COURSE CONTENT

CUSTOMER SERVICE PRINCIPLES

- Principle No.1 – Understanding Customer Service
 - Defining customer service
 - Beyond the “golden rule”
 - The toolbox
- Principle No.2 – Knowing My Customers
 - Definition of customer
 - Who are MY customers?
 - Initial relation with customer begin within my organization
- Principle No.3 – Knowing my Customers' Expectations
 - Transactional expectations
 - Relational expectations

- Principle No.4 – Mastering the Steps to Quality Service
 - The steps of a customer communication
 - A chain is as strong as its weakest link
- Principle No.5 – Committing to offering an Excellent Customer Service
 - Having a “service-centered” attitude
 - Adhering to the customer-approach notion

PERSONNAL ACTION PLAN



Tél. : 514-365-8397



Fax. : 514-365-8940



info@solutionsandco.com



www.solutionsandco.com

