

Program Name	Customer Service Excellence
Level	N/A
Pre-Requisite(s)	N/A
Recommended WEI Programs To Have Completed Prior to Starting this Program	Communication Skills for Frontline Employees/Supervisors/Leaders – Level I, Marketing for Business, or Business Skills
Total Hours	40
Description	This program creates the opportunity for you to provide the best experience possible for your customers. Starting with the RATER model, you will explore key elements of customer service standards, gain clarity on your customers' expectations, study the seven types of challenging customers, and learn how to navigate difficult customer situations. You'll also know how to evaluate the customer experience you offer and draw from proven strategies to optimize it for your business.

Learning Outcomes:

- Identify customer service standards
- Evaluate customer service
- Develop strategies for setting, managing and exceeding customer expectations
- Develop strategies for communicating with customers
- Identify “moments of truth”
- List the seven types of challenging customers
- Manage difficult customer situations
- Create standards for great customer service
- Identifying continuous improvement strategies for customer service across the generations

Standard Topics:

- The customer profile
- Customer service models
- Building a superior customer service culture
- The RATER model
- Customer expectations
- Service standards and evaluations
- Trust and the customer service relationship
- Effective listening skills for customer service
- Email techniques for customer service
- Professionalism in customer service
- Phrases to use and to avoid
- Navigating difficult customer situations
- Reducing customer turnover
- Generational differences in customer service