



## *Course Syllabus*

### **Service Institute: Essentials for Customer Service**

*Three Days • Instructor-led*

Over the three days participants will engage in intensive and interactive sessions that will explore the essential skill set for excellence in customer service including customer relationship management, business etiquette, effective office and interpersonal communication, anger management and dealing with difficult people. Each session will provide direct instruction by an experienced professional development specialist with a background in customer service and management. In addition, the sessions will provide the opportunity for participants to share their experiences, concerns and questions to draw upon the instructor's and group's collective knowledge base. At the end of the Service Institute, participants will have a sound foundation in the Essentials for Customer Service.

#### **Audience**

The Service Institute is a three day program that has been developed to address the needs of:

- employees who are new to the customer service industry; and,
- experienced customer service representatives who want to refresh their customer service skills.

#### **Objectives:**

- Understand customers and customer loyalty
- Develop good customer service skills
- Identify common communication problems
- Develop skills in listening actively and empathetically to others
- Learn the value of good written communication
- Enhance your ability to handle difficult situations
- Learn effective anger management skills

## Course Outline

### Day 1: Excellence in Service

The day's focus is on the core principals, concepts, strategies and skills for providing excellent customer service. Topics will include:

#### Customer Service Fundamentals

- customer service & customer
- customer interactions
- customer expectations

#### Customer Relationship Management

- customer loyalty
- customer relationship management

#### Customer Service Skills

- attitude & attention
- quality of service
- problem resolution

### Day 2: Business Etiquette & Effective Communication

The second day of the institute explores the essentials of professional office protocol and conduct. In addition, we study the basic tenets of office and interpersonal communication.

#### Office Protocol

- office etiquette
- office relationships

#### Interpersonal Communication

- effective communication skills
- non-verbal communication

### Professional Conduct

- professional appearance
- ethical dilemmas
- personal issues in the workplace

### Office Communication

- office conversations
- meeting etiquette
- email/written document etiquette

### Day 3: Anger Management & Dealing with Difficult People

Day three examines the issue of dealing with difficult and/or angry customers. The focus of instruction is on understanding the origin and manifestation of anger, dealing with angry customers effectively, managing one's own anger, and resolving conflict

#### Understanding Anger

- control/choice theory
- total behavior system
- personal workplace issues

#### Dealing with Angry Customers

- levels of anger
- self-awareness TBS
- processing steps
- coping strategies
- resolving conflict