Why is Customer Service Important?

1. Distinguish Your Business
   Customer service is one of the best ways to distinguish your company from your competition.

2. Review Websites Are Everywhere
   Most of your clients start their search for your business online and review sites can be a big part of that process.

3. Customers Allow Your Business to Exist
   Without customer appreciation, you cannot provide excellent customer service.

The Psychology of Customer Service

4. Psychology of Your Company
   Excellent customer service starts from the top down – it trickles down from leadership, core values and mission to culture, procedures and empowerment of employees.

5. Psychology of Your Customers
   You need to understand your customer’s psychology in order to provide them with excellent customer service.

6. Psychology of You
   Your psychology will determine your ability to deliver excellent customer service.

Understanding in Customer Service
Intelligent Questions
Questions lay the foundation for your interaction with the customer.

Listen Intently
You have to engage your customers and actively listen to what they are communicating.

Verbal and Nonverbal Cues
This module covers what to look for with verbal and nonverbal cues to deliver excellent customer service.

Response and Responsibility

Reassure the Customer
This section covers how to reassure the customer that you are taking excellent care of them.

Respond Quickly
You will learn the importance of speed in responding to your customers.

Respond Positively
Here you will learn about positive communication and how to apply it to your customer service skills.

Empathy in Customer Service

Put Yourself in Your Customer’s Shoes
You will discover how to trade places with your customer in making decisions that will impact the quality of your interaction with them.

Recall a Similar Situation
You will discover how to relate with your customer and build rapport with them.

Show Genuine Concern
You will learn how to create loyal customers through showing genuine concern for their needs.

Clarify, Clarify, Clarify

Repeat the Request
This section covers the steps necessary to make sure your customer’s needs are being addressed and solved.
Confirm the Customer's Desired Outcome
This section will help you learn the skills to make sure you are providing excellent customer service by catering to the customer's wants and needs.

Repeat the Solution
This section will ensure that you are working to solve the customer's actual problem, challenge or desire.

Solutions

Expert Delivery
In this section you will discover how to provide solutions that exceed your customers' expectations.

Follow Up
In this section you will learn why follow up is important in building a loyal customer base that will never leave you for the competition.

Anticipate Customer Needs
In this section you will learn how to “Wow” your customers by providing services that serve them that they may not have even thought of yet.

Evaluate Customer Experience
Evaluate the customer's experience and look for ways to improve the service you provide.