

Customer Service Training

GoSkills online course syllabus

Skill level	Lessons	Accredited by
Beginner	22	CPD
Pre-requisites	Video duration	Estimated study time
No prior experience needed	1h 37m	11h
Instructor		
David Brownlee		

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

7

Intelligent Questions

Questions lay the foundation for your interaction with the customer.

8

Listen Intently

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

9

Verbal and Nonverbal Cues

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

Response and Responsibility

10

Reassure the Customer

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

11

Respond Quickly

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

12

Respond Positively

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

Empathy in Customer Service

13

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.

14

Recall a Similar Situation

You will discover how to relate with your customer and build rapport with them.

15

Show Genuine Concern

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

Clarify, Clarify, Clarify

16

Repeat the Request

This section covers the steps necessary to make sure your customer's needs are being addressed and solved.

17 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.

18 Repeat the Solution

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

Solutions

19 Expert Delivery

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

20 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.

21 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.

22 Evaluate Customer Experience

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

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