Goskills

Providing Legendary Customer Service

GoSkills online course syllabus

Skill level
Beginner

Lessons
19

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Pre-requisites
No prior experience needed

Video duration
56m

Estimated study time
56m 22s

Instructor
Brett Frazer

Introduction

1   ## Unlock superior customer service

Delivering outstanding customer service to strengthen brand loyalty doesn't just happen by accident — it has to be planned and trained to seamless execution.

Serving Your Customers

2   ## Intro to customer service

Customer service helps you attract and maintain customers. After watching this video you'll be able to describe what customer service is.

3   ## Demystify customer expectations

Knowing what will make your customers happy is vital to providing exceptional customer service.

4   ## Identify customer support channels

The days of customer service just by phone and email are behind you.

5   ## Measure customer service quality

Knowing your customers' expectations is only half of the recipe - you also need to have an effective method to measure your customer service quality.

6   ## Define customer personas

No customers are exactly the same, but many customers have similar attributes.

7   ## Analyze customer service engagements

Customer service is more than just assisting customers with an answer.

Serving Your Employees

8   **Define servant leadership**

Understanding servant leadership is critical to providing legendary customer service.

9   **Evaluate your recruiting strategy**

Agent retention and happy customers start with recruitment.

10   **Support your agents**

Supporting your agents provides the foundation for agent success.

11   **Coach for success**

When serving your employees, it's important to implement a coaching for success mentality which will lead to continuous improvement at the micro level.

Serving Your Organization

12   **Manage your reputation**

Your brand's reputation is on the line.

13   **Retain your customers**

There are real costs to losing customers.

14   **Shift your mindset**

Moving customer service beyond the perception of a cost to your organization is to key to making a change.

15   **Align to organizational outcomes**

Successful customer service organizations align their outcomes to organizational outcomes.

16   **Map the customer journey**

Customer Service exists throughout the entire customer journey.

17   **Reframing customer contact data**

There is no such thing as "Customer Service Data'.

18   **Drive continuous improvement**

In order to sustain your customer service success, it's critical to implement a product/ service continuous improvement mindset in your organization.

Conclusion

19 Provide legendary customer service

Thank you for watching this course!

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