

# Customer Service Training

GoSkills online course syllabus

Saturday, July 12, 2025

**Skill level**

Beginner

**Lessons**

22

**Accredited by**

CPD

**Pre-requisites**

None

**Video duration**

1h 37m

**Estimated study time**

11h for all materials

**Instructor**

David Brownlee

## Why is Customer Service Important?

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### 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

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### 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.

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### 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

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**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

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**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

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**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

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**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

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- 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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