

Customer Service Training

GoSkills online course syllabus

Sunday, September 14, 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?

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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