

# Customer Service Excellence: How to Win and Keep Customers

## Learning Objectives

---

- Identify the Three Cs of Customer Service Excellence: Credibility, Communication, and Conflict Resolution
- Understand How Customer Service Successes Create Revenue and Healthy Organizations
- Appreciate the Importance of Building Trust in Both Internal and External Customer Service Relationships
- Recognize How Prioritizing and Focusing on Your Customer's Top Expectations Can Save Time and Reduce Stress
- Develop Strategies for Remaining Calm and Optimistic Under Pressure
- Expand Your Communication Skills and Improve Interactions with Customers By Understanding Both Personality and Listening Styles
- Understand the Power of Words When Communicating Via the Different Customer Communication Channels
- Recognize and Respond Effectively to Specific Customer Behaviors
- Remain Calm While Implementing the Recovery System to Turn a Challenging Customer into a Happy, Repeat Customer

## The Power of Customer Service Excellence

---

- Understand How Customer Service Creates Revenue and Healthy Organizations
- Appreciate How Delivering Excellent Customer Service Reduces Your Personal Stress at Work

## Creating a Culture of Credibility with Internal Customer Service

---

- Identify Internal and External Customers
- Appreciate That Internal Service Is Just as Important as External Service
- Understand the Two Levels of Customer Service
- Gain Influence Over Issues You Can't Control
- Recognize the Importance of Building Trust in a Customer Service Relationship

## Building Credibility By Managing Customer Expectations

---

- Discuss the Role of Perception in Satisfying Customers' Expectations
- Identify the Source of Customers' Expectations
- Determine Customers' Top Expectations
- Recognize How Prioritizing and Focusing on Customers' Top Expectations Can Save Time and Reduce Stress

## Managing Conflict with Professionalism Under Pressure

---

- Understand How Emotions Are Created
- Develop Mental Strategies for Remaining Calm and Optimistic Under Pressure
- Use Body Language to Manage Your Emotional States
- Change Emotional States to Avoid Negative Carryover

## Effective Communication Styles for Customer Satisfaction

---

- Understand Your Own Personality Style
- Identify the Personality Styles of Others
- Use Personality Styles to Communicate with Your Customers Based on Their Preferences
- Expand Your Communication Skills for Better Results with Customers

## Effective Communication with Personalized Listening Skills

---

- Enhance Listening Strengths
- Reduce Listening Liabilities
- Identify Your Customers' Listening Styles and Your Own
- Build Rapport with Customers and Expand Your Influence

## Customer Communication Channels and the Power of Words

---

- Identify the Different Types of Customer Communication Channels
- Appreciate the Power of Words
- Use Persuasive Language Patterns
- Identify Techniques to Stand Out on the Telephone
- Compose Email Correspondence That Customers Will Read, Understand, and Appreciate
- Use the Power of Social Media to Enhance Customer Service

## Strategies for Dealing with Challenging Customers

---

- Recognize and Respond Effectively to Challenging Customers
- Understand the Physiology of Anger
- Turn a Challenging Customer into a Happy, Repeat Customer Using a Recovery System
- Apply Emotional Management Tools to Remain Calm During Interactions with Challenging Customers