

SERVICE FIRST

Customer Service Training



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- ✓ **12 Discussion Guides** (2 pages per video), which will help you promote group participation through active involvement and guided discussion. You are free to make copies of the discussion guides for each participant and have them fill out the questions at the end of the session.
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COST

Single Video/DVD: \$225 Includes Discussion Guide & Answer Sheet

12-Video Set: \$1,590 (**Save \$1110**) Make a single payment of only \$1,590. It is like getting five of the 12 videos absolutely FREE.

**FREE SHIPPING
WHEN YOU
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THE CUSTOMER SERVICE LIBRARY

- 1 Your Key to Customer Satisfaction**
Foundation for exceptional service, "The Five Principles of Service First," are described and defined.
- 2 The Power of Teamwork**
Demonstrates how cooperation between employees impacts the customer service level. Defines teamwork, identifies skills for teamwork development, and gives guidelines for a teamwork action plan.
- 3 Handling Complaints and Irate Customers**
Complaints are an opportunity to improve existing service and begin delivering quality service. Identifies basic problem solving skills, complex problem and irate customer handling skills. Introduces the concepts of self-talk and CLASS ACT.
- 4 The Language of Positive Communication**
Create positive customer interactions and eliminating negative communication habits. Provides an understanding of first impressions, developing a positive attitude and defines communication in its different forms.
- 5 Effective Questioning and Listening Techniques**
Questioning and listening skills can define a customer's needs so the employee can meet the customer's expectations. Identifies the skills for asking questions, active listening and the confirmation of understanding.
- 6 Exceeding Customer Expectations**
Identifies the need for employees to EXCEED customer expectations to elevate their level of customer service above the competition. Teaches how to apply the "Golden Rule" to customer interaction, how to put forth extra effort, and how to treat co-workers as internal customers.
- 7 Adding Value**
Identifies ways to add customer value to your existing service level. Demonstrates that once the customer's expectations are fulfilled, you must look for additional ways to go beyond the normal "job requirements" to provide the unexpected.
- 8 Effective Telephone Techniques**
Describes techniques to transfer the skills in the previous seven sessions to the use of the telephone, fax and electronic mail. Covers all phases of the communication from facial expression, pacing and tone to which party disconnects first.
- 9 The Art of Satisfying Customers**
Concentrates on proper care of the customer, building on repeat business and feeling good about the job.
- 10 Service Recovery**
Takes a situation where the customer is unhappy and turns it into a positive, loyalty establishing experience. Encompasses problem solving skills, acknowledgment of fault, and the action necessary to redeem the customer's satisfaction.
- 11 Empowerment**
Focuses on the employee being empowered to rectify a negative customer service experience by placing the needs of the customer their primary concern. Clarifies responding to customer needs for customer satisfaction, acting within the boundaries of authority, and bending or breaking the rules, when necessary.
- 12 Total Quality Service**
Prescribes the techniques for internally managing the process of exceptional customer service and controlling customer service outcomes. Provides motivation for the employee to continually improve their service skills.

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