SERVICE CURRICULUM

VITAL CUSTOMER SERVICE

A customer tells one person about a positive experience but 10 about a negative experience. In the age of social media, a customer could potentially tell hundreds of people about poor service. Can your business withstand the fallout from negative customer service?

Attracting and retaining customers is vital to every organization, no matter what its business. Without customers, there is no business, and losing customers means losing money. These are fundamentals of business. Besides offering a quality product that is in demand, customer service determines which customers come to your company, who stays with your company and what they say about your company. Good customer service is a critical factor that helps organizations build and maintain a competitive advantage. With new global business challenges raising the standard of service, it's critical that customer service representatives (CSRs) understand their role and how to keep customers happy and returning.

ESSENTIAL COURSES TO IMPROVE CUSTOMER SERVICE

Vital Learning's Winning Through Customer Service™

Developed to help organizations win more business by providing excellent customer service, this sales and service program incorporates a variety of interactive training methods to target the skills, behaviors and attitudes that have the greatest influence on understanding the customer and providing solutions. Available in classroom, eLearning and blended formats.

Vital Learning's Dealing With Difficult Customer Situations™

The customer service role offers plenty of rewards and satisfaction, but frustration is also inherent with the job. During this program, CSRs learn the general guidelines for dealing with difficult and hard-to-please customers, including calming and focusing techniques. Available in eLearning format only.

Vital Learning's Delivering Customer-Focused Service™

During this program, participants learn the guidelines for delivering service that focuses on the customer and their needs and wants. CSRs gain an understanding of their role as a professional; the essential skills of communication; listening, questioning, verifying and explaining; and a four-step customer service model. Available in eLearning format only.

Vital Learning's STAR Service™

This program is designed to improve customer experiences. CSRs learn the process and skills they need to provide customers with positive memorable experiences in four clear, practical steps. These steps, combined with the communication skills taught, help CSRs not only transform negative and neutral customer experiences into positive, memorable experiences but also reaffirm and enhance long-term relationships, which are the foundation of business success. Available in classroom, eLearning and blended formats.

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ESSENTIAL COURSE MATERIALS

The Vital Learning Customer Service Curriculum is available in classroom, eLearning and blended formats to accommodate any organization or type of business. Each course includes the following course materials:

Facilitator Guide

- Provides complete instructions about how to conduct the course
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes the facilitator resource CD, which contains a PowerPoint presentation, additional resources, reproducible pages from the facilitator guide and a participant workbook

Participant Workbook

- Provides exercises, forms, skill practice aids and a video synopsis
- Offers a job aids section with tools and resources for applying course skills
- Includes a Memory Jogger Card™, which gives leaders a handy reminder of the course's skill points

Video

- Presents a video scenario depicting customer service skills discussed in the course

ABOUT VITAL LEARNING

Vital Learning's training courses teach managers, supervisors and team leaders in any industry to use basic human relations skills to motivate and lead their employees with finesse and respect. By improving team leader–team member relations, organizations can improve productivity, enhance employee motivation and retention, and develop employee work habits and potential. Vital Learning's courses are available as classroom sessions, eLearning sessions, or a combination of classroom and eLearning sessions.

Based in Denver, CO, Vital Learning provides courses based on McGraw-Hill Training Systems, which Vital Learning acquired in 1989. Throughout the past two decades, Vital Learning has worked with industry experts to enhance and develop its training courses, bringing an industry-leading product to the marketplace. Let us show you what our products can do for your organization by visiting Vital Learning's Web site at www.vital-learning.com or contact us at 1.800.243.5858.

VITAL LEARNING CUSTOMER SERVICE COURSES

Winning Through Customer Service™

Dealing With Difficult Customer Situations™

Delivering Customer-Focused Service™

STAR Service™

Winning Through Customer Service, STAR Service, and Memory Jogger Card™ are trademarks of Vital Learning.

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