COURSE SYLLABUS

Customer Service Certificate Program

Strengthen your customer service capabilities with a certificate designed to build core communication, conflict-resolution, and service-excellence skills. Participants learn practical techniques to handle customer needs confidently and deliver high-quality service in any environment.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/customer-service-certificate



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Course Outline

This package includes these courses

- Communicating for Results Course (16 Hours)
- Constructive Conflict Resolution Course (16 Hours)
- Positive Approaches to Difficult People Course (16 Hours)
- Customer Service Excellence Course (16 Hours)
- Effective Communication with Customers Course (16 Hours)

Attend the Using AI to Prepare for Difficult Conversations class for free as part of this certificate. Choose your date after you register for the program.

Using AI to Prepare for Difficult Conversations Course

Communicating for Results Course

Learn strategies to improve communication effectiveness by understanding your style and interpreting verbal and nonverbal feedback. This course equips professionals with tools to foster clarity and positive interactions in the workplace.

- Identify and apply elements of the communication process.
- Speak clearly with specific meaning.
- Recognize and interpret verbal and nonverbal feedback.
- Listen for intent and meaning in messages.
- Differentiate between assertive, nonassertive, and aggressive behavior.
- State needs assertively and discuss challenges positively.

Constructive Conflict Resolution Course

Learn how to analyze and resolve conflicts effectively while fostering cooperation and positive outcomes. This course equips

professionals with tools to anticipate, prevent, and address conflicts constructively in any setting.

- Recognizing attitudes and behaviors that create conflict.
- Analyzing conflict situations and selecting appropriate resolution strategies.
- Applying constructive confrontation and resolution skills.
- Anticipating and preventing conflicts before they escalate.
- Creating conditions that encourage collaboration and cooperation.

Positive Approaches to Difficult People Course

Focused on enhancing relational skills, this course offers techniques to manage difficult behaviors and de-escalate conflict situations using positive and solution-oriented approaches.

- Provide a definition of a difficult person.
- Determine your personality and behavior style.
- Determine your communication style.
- Determine your listening style.
- Understand how filters in life affect listening.
- Deal effectively with criticism.
- Recognize conflict-inducing behaviors.
- Analyze your assertive responses.
- Use a six-step technique to develop assertive responses.
- Identify the eight types of difficult people.
- Identify the four quadrants that encompass the eight types of difficult people.
- Identify the strengths and weaknesses of each quadrant.
- Identify positive strategies for dealing with people.

Customer Service Excellence Course

Discover strategies to become customer-driven and inspire quality service in your organization. This course equips participants with tools to anticipate customer needs and handle challenges with confidence.

- Define customer service and explain why service excellence matters.
- Describe the federal customer experience framework and what it asks of front-line employees.
- Identify your external and internal customers and their needs and expectations.
- Map a customer's journey, including pain points and moments of truth.
- Apply service quality criteria, plain language, and effective communication techniques.
- Deliver consistent, accessible service in person, by phone, by mail, and online.
- Recover from service failures using the LAST model.
- Recognize barriers to service excellence and apply de-escalation and stress-management techniques.
- Draft a service standard and choose measures to track service performance.
- Explain how technology and AI can support service, and when a person must step in.
- Create a personal service excellence plan.

Effective Communication with Customers Course

Learn how to anticipate customer needs, handle requests, and resolve complaints professionally. Training focuses on

thoughtful listening, emotional awareness, and flexibility to enhance service quality.

- Explain the relationships between effective communication and quality service.
- Apply effective listening skills to your interactions with customers.
- Apply effective communication skills to your interactions with customers.
- Identify effective responses to difficult situations.
- Handle requests, problems, and complaints in a professional manner.