

# Customer Service Training Course

Gain practical customer service strategies in this accelerated workshop and experience the benefits of improved client interactions. Study real-world case examples and master seven essential principles of customer service. Strengthen your communication, active listening, and problem-solving skills to better meet customer needs and resolve complaints effectively.

Group classes in Live Online and onsite training is available for this course. For more information, email [onsite@graduateschool.edu](mailto:onsite@graduateschool.edu) or visit: <https://www.graduateschool.edu/courses/customer-service-training>



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## Course Outline

### Module 1 – Defining customer service

#### I. What is good/ exceptional customer service?

- Case studies: three exceptional companies
- What is your company's policy?
- What is goodwill?

#### II. 7 Principles of customer service

- Support customers as a team, listen, don't be robotic
- Be empathetic and honest, be knowledgeable and answer in a timely manner

### Module 2 – Developing customer service skills

#### III. Communication

Listen, patience, empathy, difficult conversations

#### IV. Organization

- Spreadsheets, databases, keep track of frequently asked questions
- Automation of repetitive tasks

#### V. Collaborative tools to help avoid multiple responses

Demo of tools

### Module 3 – Solving problems

#### VI. How to best assess the situation

Is the customer always right?

## **VII. Building confidence**

Knowledge of product

## **VIII. Listen to resolve, not to argue**

Asking the kinds of questions that elicit the information you need