

## Basic Customer Service: Level 1: 3-Day Course

### Super Service - Day 1

#### Overview

This course uses proven measurable results that help participants take responsibility and be accountable for customer service excellence both internal and external. Participants learn best practice techniques that develop and support dedicated relationships within a fast-paced technical work environment.

It begins with a self-assessment to determine gaps in knowledge and skills then provides success criteria that guarantee confidence, willingness and accountability. Participants also use 'real-plays' to observe, practice and handle realistic customer service situations. The result is at the end of day one, participants will create a personal action plan that encourages and promotes back-on-the-job actionable results to create exceptional customer service.

Super Service is based on our best selling book published by McGraw-Hill, now in its 2<sup>nd</sup> edition. For more than a decade, customer service professionals have turned to *Super Service* for the very best advice on dealing with demanding, dissatisfied, and downright difficult customers. Now, it has been completely revised and expanded to address today's unique customer-service issues. Don't just give them customer service. Give them Super Service!

#### Pre-Course Activity

Participants will complete a short digital online learning experience with a quiz at the end based on the Super Service book.

#### Objectives

By the end of this course learners will be able to:

- Understand Super Service and their personal impact each have on it
- Identify the needs of customers they serve
- Create standards that support a customer-centered approach to service delivery
- Learn guidelines and best practices for excellent customer service
- Identify key touch-points that help socialize OIT customer service philosophy

#### The Content

1. Socialize OIT Customer Service philosophy:

- Consider the customer service experience
  - The good and bad
- Examine the cost and impact of poor customer service
- Uncover your service style – mini self-assessment
  - Identify strengths and improvement areas
- Understand your personal impact on customer service
  - You are the difference
- The importance of the right attitude
  - Thoughts and beliefs impact your service

## 2. Understanding Customer Service (Internal and external):

- Who is your customer?
- Uncover your customers needs and expectations
  - Rational and emotional
- Establish customer touch-points to ensure super service
- Work collaboratively
  - The “Yes and...” philosophy
- Create a Super Service environment where excellence and success come first

## 3. Customer-centric Focus:

- Create standards that support a Super Service approach to service delivery
  - Generate your Customer Experience Map
  - Provide a framework for communicating and encouraging Super Service
- Define new or renewed standards – with feedback
- The Seven Keys to deliver Super Service
- Focus on putting customer service needs first
- Make the customer feel special and valued.

### **Materials**

Participants will take away a practical customer service handbook to remind them of the key skills and techniques from the course. It includes an action plan to foster implementation. Also included is a useful customer service tip-sheet reinforces ongoing key skills and techniques.

### **Upon Completion**

A post training evaluation and course questionnaire will be administered. Within three business days a certificate of completion will be emailed to POC or participant.

### **Further Courses**

To continue learning, follow through with Managing The Customer’s Experience.