CUSTOMER SERVICE ESSENTIALS

Introduction

In this module, you will examine what customer service is, what impact it has on organisations and how you can measure it. You will explore the link between customer service and customer satisfaction, using examples to identify good and poor practice, and identify some of the skills that you need to deliver good customer service.

Finally, you will consider how these skills can be used to good effect when customers make contact - such as in person, by telephone, by letter or electronic means (including social media).

Course Overview

At the end of the course, trainees will be able to:

» Define customer service and identify the benefits

» Recognise the value of customer service for your organisation

» Identify ways of measuring customer satisfaction

» Appreciate the expectations of customers

» Identify the key elements of customer service

» Recognise and develop skills to deliver exceptional customer service

Course chapters

1. An Introduction to Customer Service.

Introducing the topic and understanding what is customer service? What are the benefits of good customer service? And measuring customer satisfaction.

2. What is Good and Bad Customer Service?

This section of the course covers customer service and customer satisfaction, recognising good and bad customer service and understanding the needs of the customer.

3. Delivering Exceptional Service to Customers.
In this final section you'll cover personal skills and delivering exceptional customer service.

Who will it benefit?

This module is aimed at anyone wanting to improve their customer service skills.

How it works?

Customer Service Essentials is delivered online as an interactive course to each trainee on their computers, or portable device at any internet enabled location. The interactive course is engaging, informative and exciting to use. Using up-to-date, modern graphical images, users will be faced with a selection of interactive elements and mini quizzes to test their knowledge.

Users will receive informative advice and guidance and will be tested on their understanding of the subject at the end of the course by completing the compulsory self-test.

This course also features a risk checklist which asks the user a series of questions relating to their current working environment.

Course Format: Interactive
Running Time: 35-40 minutes
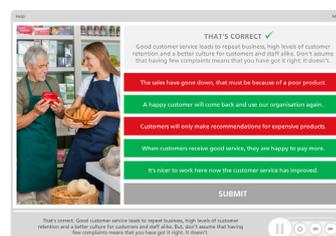
Technical Information

Internet Access:
Users will need a computer or apple device with a web browser and an internet connection to access Safety Media e-Learning Solutions.
Minimum Recommended Bandwidth: 2Mbs

Software:
One of the following web-browsers:
- Google Chrome
- Safari (Versions as maintained and supported by the manufacturer)
- Internet Explorer (Versions as maintained and supported by the manufacturer)

Adobe Reader or Reader DC (for viewing of PDF documents downloadable from the solution where applicable)

Plug-ins
- Flash player: Version as recommended by Adobe
Settings
- Enable JavaScript
- Allow cookies

Hardware:
Processor - 600MHz
Minimum Hard Disk Space Required - 1GB
RAM - OS Dependent

Audio
The courses contain audio, system requirements for running the courses are browser dependent. Where no enabled audio device is detected and the browser defines that this is required the user will be informed via an error message window upon launching the course.

For more information, please visit our website.

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