



corporate training options

## Customer Service Excellence

### Overview & Learning Outcomes

Upon successful completion of this course you should be able to:

- acquire tools to provide quality customer service and make lasting impressions on customers
- explore how customers define the success of your company, as well as a customer's emotional behaviours, and how that sensitivity influences his or her decision making
- discover techniques to increase customer satisfaction through your behaviour, sensitivity, and respect
- examine the techniques for providing service through face-to-face contact, the factors that contribute to the success of that contact, and the benefits of actively listening to your customers
- identify the stages of customer management and recognize who your internal customers are – you will also explore value chain management and how to make positive long-term decisions that add value to your company
- identify the guidelines for dealing with unreasonable and irate customers • take action to increase the loyalty of the customers you serve
- increase sales via customer service

### Prerequisites

There are no pre-requisites for this course.

### Duration:

1 Day

### Courseware:

High quality learning materials are available for purchase by participants.

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### **Corporate Training Options**

Sydney • Melbourne • Brisbane • Gold Coast • Canberra • Adelaide • Perth • Darwin • Hobart  
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## **Customer Service Excellence** **Training Course Outline**

### **The Value of Customer Care**

Understand customer care  
Customer care and motivation  
Standing out with customer care

### **Customers Define Success**

Trends in customer service  
The customer care equation

### **You Make the Difference**

The human touch  
Applying the human touch

### **Customer Relationships**

Face-to-face contact  
Service face-to-face  
Benefits of active listening  
The value of complaints  
The service recovery process

### **Who is the Customer?**

Customer relationship management  
Internal customers  
Value chain management

### **Engage Difficult Customers**

The unreasonable customer  
The angry customer

### **Increasing Customer Loyalty**

Moments of truth  
Analyze moments of truth

### **Increase Sales via Service**

Sales orientation  
Features and benefits  
The nature of persuasion

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