Customer Service Course
16 Hr. Instructor-Led Course

Course Overview
The CBP™ Customer Service Certification provides the foundation for quality customer service and focuses on building life-long customer relationships strategies.

Module 1: Introduction to Customer Service
- What Is Customer Service?
- Developing a Customer-Centric Mindset
- Who Are Your Customers?
- Internal Customers
- External Customers
- When & Where Does Customer Service Take Place?
- The Need For Customer Service
- Rewards
- Penalties
- What Does Customer Service Mean To You?
- Unpleasant Experiences
- Satisfying Experiences
- Developing a Customer Friendly Attitude
- Evaluation
- Excitement is Contagious

Module 2: Customer Service: Communication Skills
- Developing Effective Communication Skills
- Presenting a Professional Image
- Non-verbal Communication Skills
- Body Language
- Key Body Language Aspects
- Physical Distance
- Verbal Communication Skills
- Choice of Words
- Tone Of Voice
- The Choice Of Words
- May I
- Please
- Thank You
- The Close
- Being Positive
- Tone Of Voice
- Inflection
- Energy
- Volume
- Pace

Module 3: Customer Analysis: Knowing your Customer
- Knowing Your Customer
- Customer Expectations
- Assertive Working Style – Results-Oriented
- Analytical – Details-Oriented
- Amiable – People-Oriented
- Dominant Behavioral Style
- Determining Your Level of Service

Module 4: Calming Upset Customers
- What Makes Customers Upset?
- Avoiding Upsets
- What Can You Do To Avoid Upsets?
- 5 Key Steps to Calming Upset customers
- Accurately identify the problem.
- Confirm The Customer’s Value
- Synchronize & Summarize
- Conclude By Affirming The Customer’s Value Again
- What to Do When You Are Upset?
Module 5: Telephone Customer Service
- Mastering The Telephone
- Answering The Telephone
- A Professional Greeting
- Active Listening
- Putting Callers On Hold
- Recommendations
- Transferring A Call
- Taking A Message
- Voice Mail
- Closing The Call

Module 6: Internet Customer Skills
- The Internet Customer
- E-Mail
- E-mail Communication Guidelines
- Online Chat
- Internet Customer Skills
- Scripted Responses
- Introduction
- Placing a Chat on Hold
- Closing a Chat session
- Websites
- Knowledgebase
- FAQ
- Auto responders
- Customer Online Support

Module 7: Time Management Strategies
- Time Management
- Taking Control of Your Time
- Time Analysis: Task Identification
- Task Analysis
- Personal Suitability
- Efficiency
- Task Analysis
- Task Prioritization
- Relative Importance
- Time-frame
- Time Wasters

Module 8: Stress Management Strategies
- Stress Management
- What is Stress?
- What Causes Stress?
- Stress Symptoms
- What Can Be Done To Manage Or Even Eliminate Stress?
- Do Something That You Love
- Don’t Feel Responsible To Solve Every Situation
- Have A Hobby
- Rest, Take That Vacation
- Exercise
- Be Organized
- We All Make Mistakes