



Interact with Customers

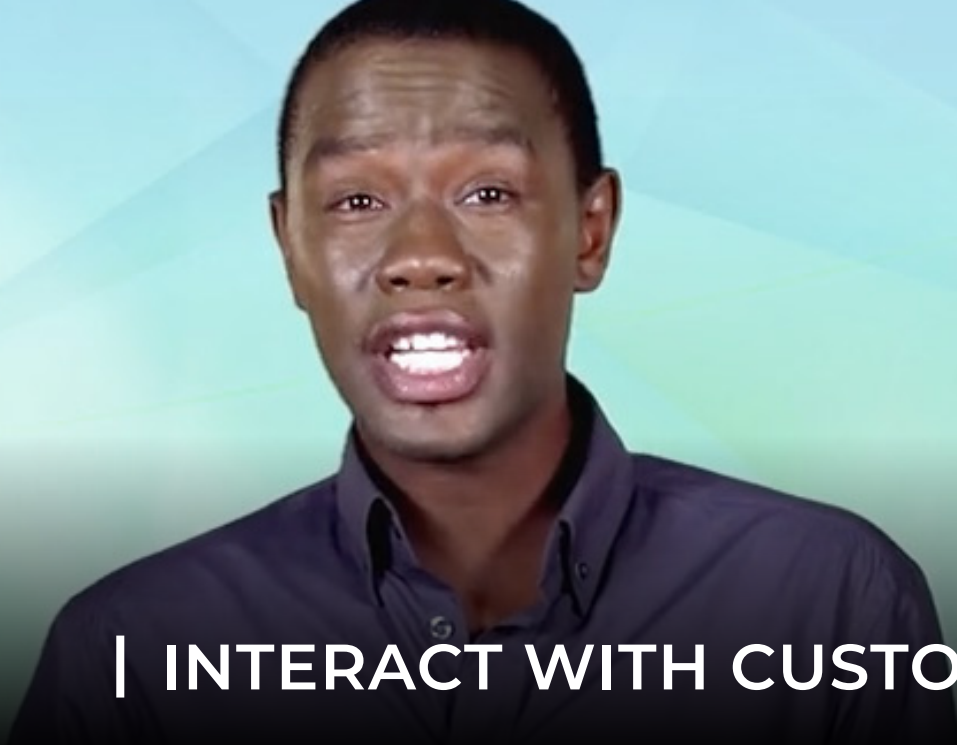


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MODULE 1: **Good Customer Service**

Satisfied customers are crucial to the success of any business. This module introduces the concept of good customer service. It elaborates on the impact of good customer service on the success of every business. Then, it examines the five ways in which customer service typically fails and how your workforce can avoid this.

MODULE 2: **Customer Service Policies**

Every customer-centric business needs a customer service policy. In this module, we define exactly what such a policy should entail and why it is useful.

MODULE 3: **Customer Loyalty**

Every business wants loyal customers. This module focuses on the amazing benefits customer loyalty offers. Then, it discusses how every business relies on customer loyalty in one way or another.

MODULE 4: **First Impression**

A positive image is extremely important for making a great first impression. This module explains its importance in today's fast-paced, competitive business environment. Then, the course focuses on strategies for achieving a powerful first impression.

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MODULE 5: **Personal Appearance**

Every customer-facing business needs to be concerned with how their staff members groom their personal appearance. This module discusses the various components of your workforce's personal appearance and how it should be maintained.

MODULE 6: **Greeting Customers**

Having already established the importance of customer service, first impressions and personal appearance, the course turns to specific lessons that improve customer service. This module elaborates on the greeting of customers, which plays a vital role in every customer service policy.



MODULE 7: **Housekeeping Standards**

Part of creating a good first impression is ensuring that your premises are clean and tidy. This module covers basic housekeeping standards that everyone should help maintain. It also discusses the importance of housekeeping for productivity and safety.

MODULE 8: **Customer Complaints**

Dealing with customer complaints is a necessary part of every customer-facing staff members' role. This module elaborates on customer complaints as an important opportunity to create a happy customer. It also introduces the various types of customer complaints, which are discussed in more detail in the rest of the series.

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MODULE 9:

Dealing with Customers: Attitudes and Actions

Customers that are treated politely feel important and tend to return for more business. This module examines the attitudes and actions that make customers feel important to your business. It also discusses the importance of politeness and honesty when dealing with customers.

MODULE 10:

Dealing with Customers: Face-to-Face

Dealing with face-to-face customer complaints is often the most difficult task. This module provides strategies for dealing with angry or abusive customers. It further expands on how every customer plays a vital role in the success of your business, as well as why your staff members need to do their best to ensure that every customer is happy.

MODULE 11:

Dealing with Customers: On the Phone

Many customers voice their complaints telephonically. This module discusses how customer complaints should be handled over the phone. It also examines the importance of communication skills in ensuring a good interaction with an unhappy customer. Then, it describes various strategies that can help your workforce in achieving this goal.

MODULE 12:

Customer Relations

Once your business has happy customers, your staff members should manage the relationship to ensure that they remain happy. This module elaborates on the importance of building customer relationships and the various ways in which your staff members can convert happy customers into loyal ones.



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