



Apply Customer Service Skills



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MODULE 1: **Master Customer Service**

Customer service is at the forefront of customer loyalty. This module provides your workforce with an overview of customer service as the key for outshining your competitors. It begins with an introduction to business sectors and how customer service plays an important role in every sector. It then elaborates on the importance of customer loyalty for business success.

MODULE 2: **Stop Bad Service**

On top of understanding what good customer service entails, your workforce should also identify bad service, and know how to put a stop to it. This module elaborates on the potential costs of bad customer service to impress upon your staff members the importance of ensuring that best practices are always followed.

MODULE 3: **Impress Customers**

The goal of customer service is to impress customers. This module examines the importance of treating customers well and elaborates on seven tips to ensure that your customers look forward to their next visit.

MODULE 4: **Spot Customer Types**

Good customer service is more than a customer-centric approach to work. It also involves working as a team. This module introduces the concept of 'internal customers', who are the colleagues with whom staff members work to ensure that every customer is impressed by your business. This is contrasted against, ordinary, 'external customers'.

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MODULE 5: Connect with Customers

There are two ways to interact with customers, namely in person or over the phone. In this module, your workforce will be introduced to each interaction type and how it should be carried out to create a genuine connection with their customers.

MODULE 6: Communicate with Customers

Communication is critical to a good customer service experience. This module elaborates on both verbal and non-verbal communication. Then, it focuses on tips for executing both types of communication effectively.

MODULE 7: Ask the Right Questions

The ability to ask the right questions is fundamental to identifying customer needs. This module, expands on the importance of asking the right questions when helping customers. Your workforce will be introduced to three question types, namely, closed, open and probing questions. These are further unpacked considering customer interactions taking place in person as well as over the phone.



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MODULE 8: **Listen Actively**

Good communication skills involve listening. This module examines why customer service representatives often do not listen to their customers properly. Then, it provides three rules for listening actively.

MODULE 9: **Read Body Language**

Body language is fundamental to better understand each other. This module provides an overview of body language pointers that give us an overall indication of our customers' experience. Furthermore, it examines how your workforce should use body language to send the right message to your customers.

MODULE 10: **Close Customer Interactions**

Professionally closed interactions leave a lasting impression on your customers. To conclude a thorough examination of customer service interactions, this module provides your workforce with a step-by-step process on how to end interactions.

MODULE 11: **Deal with Queries and Complaints**

Every business deals with queries and complaints. This module introduces the concepts of queries and complaints, which both play a pivotal role in customer service. This is followed by a discussion about the three W's of escalating complaints, detailing the way in which it should be carried out.

MODULE 12: **Respond to Queries**

Responding to customer queries is critical for a good customer service experience. This module discusses the importance of understanding both your customers and business to respond to queries appropriately.

MODULE 13: **Record Queries**

The worst customer service experiences often involve receiving no feedback or response from a business. With this module, your workforce will receive guidelines for recording queries in an effective way.

MODULE 14: **Escalate Complaints**

Although every complaint should be addressed immediately, some may need to be taken to the next level. This module provides your workforce with a step-by-step process for escalating customer complaints, whether this is in person or over the phone. Your workforce will learn about the importance of keeping customers informed and ensuring their complaint is addressed effectively by the relevant internal business stakeholder.

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