

Customer Service Certificate Proposal

5 Sessions:

1. Communication

Communication is an acquired skill, an art, one that is developed by practice and through experience. To ensure quality customer service a service provider must know how to communicate positively (verbal) and effectively deliver the messages (nonverbal). Communication may vary depending on the customer; their culture, their sex and type (co-worker or external).

2. Listening

It is difficult to satisfy a co-worker or customer unless you listen actively with your ears and eyes. Listening, when done correctly is the only way you can fully understand exactly what is needed from you to surpass your customers' expectations. Training is required to ask the right questions and interpret the answers.

3. Determining Behaviour Styles

Customers prefer establishing a relationship with people who are like them. We all have the capacity to adjust our messages and delivery style to complement someone else's. Learning how to determine and then reflect a customer's or co-worker's behavioral style is one strategy towards delivering excellent customer service.

4. Service Recovery

Dealing with difficult people in your workplace can be a challenging part of any job. Effectively handling a complaint can be your opportunity to satisfy an unhappy customer or co-worker. Understanding the customer's frustration and implementing strategies to turn a negative situation around are crucial for an enjoyable, successful career.

5. Communication Rules with Technology

If face-to-face interaction isn't challenging enough there are rules and courtesies that should be practiced when you are servicing customers through telephone, e-mail, paper mail, and social media based communications. Learning the rules ensures that you will be less likely to break them.