
Superior Customer Service Skills

National Competency Standards (BSB07)
BSBCUS301A – Deliver and monitor a service to customers



Aim

This course will enable you to strengthen customer relationships and achieve long-term loyalty to your organisation by using effective customer service strategies.

Audience

If customer service and satisfaction is vital to the success of your organisation, then this course is a must for any staff member who has face-to-face, or telephone contact with customers.

Duration

One day.

Course Outcomes

1. Appreciate the impact of first impressions on customers.
2. Understand the role the phone plays as a customer service tool.
3. Adapt individual communication styles to suit different customers.
4. Effectively address and satisfy a difficult or irate customer.
5. Strengthen customer relationships through active listening and questioning.
6. Understand reasons why customers stop doing business with organisations.

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above. The assessment comprises a case study assignment designed to demonstrate competence. Participants who choose not to be assessed will receive a Certificate of Attendance. The case study assignment is completed in the participant's own time.

Course Content

Creating First Impressions

- Understanding your organisation
- Identifying your customers
- Identifying customer needs
- Projecting the right attitude
- Knowing your products and services
- Visual reference points / body language
- Providing customer service
- Customer satisfaction

Telephone Etiquette

- The phone as a customer service tool
- Telephone manners and professionalism
- Voice and language techniques
- Understanding non-visual communication
- Taking and leaving effective messages

Communication Styles

- Different types of service delivery
- Common barriers to communication
- Identifying your communication style

- Avoiding bad customer service
- The Seven Sins of Service

Dealing with Irate Customers

- Handling objections or complaints
- Handling difficult people
- Lowering stress and raising performance
- Strategies for successful resolution

Building Customer Relationships

- Relationship marketing
- Meeting and exceeding customer expectations
- Soliciting and using customer feedback effectively
- The best words to build customer confidence
- Knowing and understanding your competitors
- E-marketing