



Customer Service: Support That Makes a Difference

Description

Good customer service is a key factor in ensuring customer satisfaction and loyalty. While the specifics may vary across industries and companies, certain expectations are universal: customers want fast, reliable, personalized, competent, and empathetic support or problem-solving. This e-training course is designed to help learners develop the skills necessary to meet these expectations. It focuses on constructive communication with customers, especially considering the various channels through which customer service is delivered today. The e-training course presents strategies for identifying and narrowing down customer needs and issues. It also covers how to handle problems effectively and professionally, even in crisis situations, while maintaining a customer-focused approach.

Target Audience

Customer service employees with and without management responsibility who want to improve their own skills and/or the skills of their team in terms of customer service.

Learning Objectives

- Understanding the role of customer service in driving satisfaction and loyalty
- Communicating constructively and respectfully with customers
- Identifying and clarifying customer needs or issues
- Adapting service approaches to different communication channels
- Handling customer service crises with confidence and professionalism