

**Soft-Train**



*At Soft-Train  
Technology Works*

# Best Practices in Customer Service (4 Days)

**COURSE GOAL:** Emulate the customer service practices of the best in the business.

**PREREQUISITES:** None

**LEARNING OBJECTIVES:**

Upon completion of this course the student will be able to:

- Fully understand the connection between excellent customer service and organizational performance
- Deliver a higher level of customer service at a lower cost
- Develop a customer base that fuels growth and profitability

**KEY TOPICS:**

**I. Great Customer Service, Customer Retention, and Growth:**

- A.** Customer Service, Value, and the Systems View
- B.** Travelling the Highway to “Wow!” Service
- C.** Quantifying the Impact of Great Customer Service on Profitability
- D.** Delighting Your customers: Creating World-Class Service
- E.** Customer Retention and the Stages of Service After the Sale

**II. Practical Models for Managing Customer Service:**

- A.** How to Create a Plan to Deliver Great Customer Service
- B.** Building a Picture of Perfect Service
- C.** Standards for Service: From Countability to Accountability
- D.** What Customers Really Want: How That Affects What Service to Deliver
- E.** Customers Care When They Share: How to Nurture Loyalty Through Inclusion
- F.** Training for Success Through Service: How Delta Air Lines Does It

**III. Practical Methods for Leading Customer Service**

- A.** Authentic Coaching: Getting the Best From Customer Service Providers

- B.** Unleashing the Power of Customer CARE in Your Organization
- C.** How to Let Customer Value Drive Customer Problem Solving

#### **IV. Customer Service on the Front Line:**

- A.** Six Tools for Improving How You deliver Service to Customers
- B.** Maintaining Superior Customer Service During Periods of Peak Demand
- C.** Creating the Sounds of Quality: Delivering Great Service on the Telephone
- D.** Problem-Solving Tips for Telephone Representatives
- E.** Customer-Sensitive Automated Response Systems

#### **V. Improving Customer Service: Strategies and Techniques:**

- A.** The Ten Practices of Exceptional Service
- B.** Beyond Loyalty: Inspiring Customers to Brag
- C.** Customer Service Sort Cards: A Training Exercise
- D.** Strategies That Foster Customer Loyalty
- E.** The Care and Handling of the Mature Market
- F.** Customer Surveys That Deliver Actionable Information

#### **VI. Customer Problems and Problem Customers:**

- A.** Service Recovery: Turning Oops! Into Opportunity
- B.** Cooling the Customer With HEAT

#### **VII. Customer Service on the Internet:**

- A.** The World Wide Web Was Made for Customer Service
- B.** Using the Internet to Measure Customer Satisfaction and Loyalty
- C.** Internet Self-Service Support: Beyond Search Engines to “Smart Answers on the “Net”

#### **VIII. Customer Service and the Rest of the Organization:**

- A.** Coordinating Services Across Functional Boundaries: The Departure Process at Southwest Airlines
- B.** Swing With Your Trapeze Buddy: Working Together Internally to Serve External Customers
- C.** The Company-Wide, Sales-Focused Organization
- D.** Customer Service: A Key Innovation success
- E.** Great Internal Service Creates Great External Service