Customer Service Skills

High Speed Training™

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Whether you work with members of the public face-to-face, over the phone or via email, social media or live chat, maintaining the highest standards of service at all times will ensure your customers have the best experience possible and will facilitate repeat business and positive recommendations to friends. This course will provide you with the knowledge you need to take your customer service skills to the next level and will help to bring many benefit to you, your customers and your organisation.

Module One: The Importance of Customer Service

This module looks at the importance of first impressions and the barriers that might stop you from giving the best service possible. The module also uses examples and videos to highlight the impact that both excellent - and poor - service has on your customers.

• Types of customer service
• First impressions
• The impact of excellent and poor customer service
• Barriers to good customer service

Module Two: Communication Skills

This module outlines the essential principles of good communication, from using and reading body language appropriately and enhancing your ability to listen and ask questions, to building rapport with your customers and identifying their needs.

• How to use body language
• Listening and questioning skills
• Building empathy
• Rapport and emotional intelligence,
• Identifying customer needs and expectations

Module Three: Problem-Solving Skills

This module looks at what you can do to handle tricky situations at work, such as complaints, difficult customers and when people turn abusive. The module also explains how to look out for dissatisfied customers to prevent problems occurring.

• Handling customer complaints and problems
• Dealing with abusive behaviour and difficult customers
• Identifying dissatisfied customers

Module Four: Policies and Procedures

This module explains the importance of sticking to company policies, procedures and the law. This includes the rules around using customer data and treating customers fairly and equally, plus why it's essential to act on customer feedback.

• Company policies and brand values
• Data protection regulations
• Equality and diversity law
• Acting on customer feedback
• Staff training

Aims of the training

By the end of this course, you will:

- Understand the impact that both excellent and poor customer service has on your customers.
- Know how to communicate effectively with customers - in person, over the phone and via written mediums - including how to identify customer needs and build rapport with them.
- Understand the common problems and complaints you may face in a customer service role, how to handle complaints efficiently, and how to deal with difficult or dissatisfied customers.
- Recognise the importance of following company policies and procedures, such as those for data protection, equality and diversity, and keeping within brand guidelines.
- Understand why obtaining customer feedback is important and how you should respond to comments and reviews, whether good or bad.