



## Superior Customer Service Skills

National Competency Standards (BSB)

BSBCUS201 Deliver a service to customers

BSBCUS301 Deliver and monitor a service to customers



### Aim

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

### Audience

This course is essential for any staff member who has face-to-face, or telephone contact with customers.

### Duration

One day.

### Course Outcomes

On completion of this course, you will be able to:

1. State what customer service means in relation to all your customers, both internal and external
2. Recognise how your attitude affects customer service
3. Identify your customers' needs
4. Use outstanding customer service to generate repeat business
5. Build goodwill through in-person customer service
6. Provide outstanding customer service over the phone
7. Connect with customers through online tools
8. Deal with difficult customers

### 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 (additional fee applies – please enquire when you book). Participants who choose not to be assessed will receive a Certificate of Attendance. Exercises completed during the course will be used as evidence towards unit competency.

### Course Content

#### Course overview

- General outline
- Pre-assignment review
- Specific objectives

#### 1 Who we are & what we do

- Objectives
- Overview
- Who are customers?
- What is customer service?

#### 2 Establishing your attitude

- Objectives
- Appearance counts!
- The power of a smile
- Staying energised
- Staying positive

#### 3 Identifying and addressing customer needs

- Objectives
- Understanding the customer's situation
- Staying outside the box

- Meeting basic needs
- Going the extra mile

#### **4 In-person customer service**

- Objectives
- The advantages and disadvantages of in-person customer service
- Using body language to your advantage

#### **5 Giving customer service over the phone**

- Objectives
- The advantages and disadvantages of telephone communication
- Telephone etiquette
- Tips and tricks

#### **6 Recovering difficult customers**

- Objectives
- What is service recovery?
- Why is service recovery important?
- Where service recovery starts
- Better way to look at problems
- Never under-estimate the value of a customer!
- Reality vs. perception
- Methods of service recovery!
- "Hidden" benefits of service recovery skills

#### **7 Ten things you can do to WOW customers every time**

- Objectives
- Ten tips

#### **8 Wrapping up**

- Objectives
- Words from the wise
- Developing a plan for success!
- Your self-assessment
- Making your assessment more accurate!
- Taking action!
- Make it a lasting change!
- Summary