



## Customer Service Fundamentals

Customer service is one of the key components of overall customer experience. It is where customers turn to whenever they have complaints or queries regarding anything related to your company. In this sense, its usefulness cannot be understated: on a positive note, it doesn't just give incentive for a customer to stay loyal, it attracts even more customers to your cause as word spreads about both your product and its contingencies. Unfortunately, this goal can sometimes seem a bit lofty for many agents as the fear of hearing the most irate voice or reading the most insulting emails remains ever present. Worse of all, even one of these can seriously hurt their morale to the point of attrition, which can affect productivity in turn.

The Customer Service Fundamentals training session will help employees learn how to impress customers, work with complaints and communicate more effectively for better results. We discuss the difference between good and bad customer service and also illustrate the customer service lifecycle.

### **Course Overview**

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

### **Customer Service Do's and Don'ts**

We discuss the good and bad customer service employees have experienced in their life, illustrating the needs and skills of each experience.

### **The Customer Service Lifecycle**

We discuss the lifecycle and the process the customer goes through within the organisation, highlighting points of contact and customer service skills in each of the areas.

### **Questioning techniques**

In this session, participants will learn the principles of questioning and how to properly deliver questions.

### **Communication skills**

In this session, participants will learn how to become critical, and highly articulate and concise, able to solve problems more quickly.

### **De-escalation techniques**

During this session, participants will have the means to finally reassert control over the conversation and once again focus on solving problems at hand.

### **Stress Management**

This session will focus on the discussion of stress including what constitutes it, what triggers them and how to manage them in a constantly changing environment.

### **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

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