

Document Generated: 10/30/2025

Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 2 Days

Next Course Date: **December 4, 2025**

## Providing Outstanding Customer Service



### About This Course:

In today's competitive marketplace, outstanding customer service is what sets you and your organization apart. Whether you're a seasoned customer service professional or just starting to build your customer service skills, delivering

consistent, high-quality support is what drives customer satisfaction and builds lasting loyalty. It's the reason customers choose your brand over others and why they return again and again.

But how do you improve customer interactions, deliver excellent customer experiences, and stay ahead of the curve in 2025? Through a blend of proven best practices, active listening, empathy, and problem-solving strategies, you can transform your approach to customer support and create real customer success.

### **Course Objectives:**

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customer's needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

### **Audience:**

- Operations managers, account representatives, customer service professionals, help desk and technical support, and anyone working directly with customer will benefit from this course.

### **Prerequisites:**

- None

### **Course Outline:**

#### Customer Service - A Baseline

- Recognizing Your Customers

- Understanding Your Role in Customer Service

## Developing A Customer Service Mind-Set

- Leveraging Your First Impression
- Feeling Positively About Customers
- Mastering Moods and Emotions

## Identifying Customer Needs

- Understanding the Customer's Situation
- Avoiding Assumption and Prejudgment
- Meeting Basic Needs
- Seeking to Exceeding Expectations
- Building Repeat Relationships

## Connecting with the Customer

- Achieving Authenticity through Body Language
- Responding Effectively to Problems
- Mastering Online Etiquette
- Seeking Customer Feedback

## Dealing with Difficult Situations

- Effectively Addressing Complaints
- De-escalating Anger
- Establishing Common Ground
- Remaining Calm, Respectful and Objective

## Effectively Addressing Complaints

- Creating a Memorable Customer Experience