Certified Customer Service Professional

Why Attend

- Every front-line employee needs a solid grounding in ‘customer service’ skills. As expected in this five-day course, the subjects covered tackle most of what is required by anyone interacting directly with internal or external customers. This certified course will cover everything from the most appropriate behavior and communication with customers to tools and techniques used to analyze the level of service and improve it to ensure customer delight. In addition, this course offers participants the opportunity to prove they learned the course's concepts by passing a test that will earn them the coveted Professional Certificate (MPC) and the regular certificate of attendance. The course is also ISM endorsed for high-quality adherence.

Course Methodology

- This course uses interactive techniques, such as brief presentations by the consultant followed by questions, oral and written, case studies, role-plays, exercises, video clips, and more.

Course Objectives

By the end of the course, participants will be able to:

- Define customer service and break it down to its most basic dimensions to understand the new CS landscape and its modern requirements
- Explain the framework for successful customer service to deliver an excellent level of service consistently
- Determine fundamental technical and behavioral aspects of exceptional customer service to deal with different types of customer personality styles and become a customer service superstar
- Discuss and practice customer empathy and research techniques of effective to optimize customer communication and loyalty
- Explore virtual customer service tools to enhance customer loyalty and service effectiveness

Target Audience

- Managers, supervisors, customer service staff, and staff in departments who deal directly with external customers or whose job is to support other entities or employees inside the organization.

Target Competencies

- Communicating with customers
- Customer-centricity
- Emotional control
- Empathy
- Adaptability and flexibility
- Perceptiveness
- Resilience

Customer Service: Highlights and Foundations

- Customer service in the 21st century
- Customer service definitions
- Foundations of great service people
- Service dimensions
- Building a service mindset

The Framework of Successful Service Quality

- Components of Service quality
- The 'RATER' Model
- The customer complaint system
- Definition of a customer ‘complaint’
- Types of complainants
- Sources of complaints
- Handling complaints: the 'PEPSI' Model
- Principles of inspiring people ('AEPA' philosophy)
- Customer loyalty
- Attributes and characteristics of loyal customers
- Strategies to keep customers loyal

Becoming a 5 Stars Customer Service Pro

- The emotionally intelligent CSP
- Definition of EI and its framework
- How EI improves customer service
- Effective interpersonal communication skills
- Interpersonal communication pillars
- Positive versus harmful verbal approaches
- Reading the body language of customers
- Being an active listener
- Customer-facing excellence
- Making an excellent first impression
- Dealing with different types of customers
- Calming upset customers

Customer Empathy and Research

- Enhancing customer empathy
- The meaning of empathy
- Advantages of being empathic with customers
- The customer empathy map
- Strengthening customer research
- Creating a customer persona
- Conducting customer service quality surveys
- Measuring customer satisfaction

Customer Service Success Practices

- Identifying personality strengths and weaknesses
- DiSC® personality development profile
- The virtual customer service professional
- Definition of virtual customer service
- Virtual customer service tools and benefits