

# BETTER BUSINESS: Customer Service Success



## Key Takeaways:

- Realizing the presence of customer service in every position of the workplace
- Learning strategies to improve customer service
- Identifying measures that can be taken to go the extra mile in customer service

## Course Description

In every job there is an exchange being made between people, which is why customer service is so critical. Typically, customer service is used to refer to interactions with complaints, dealing with customers face-to-face, or actively selling products, but customer covers a far larger scope than you may realize. Customer service is everywhere in the workplace. There are the examples listed before, but customer service is also present when doing payroll, leading meetings, fulfilling goals, delegation, reception, and in organizing teams. In other words, anywhere there is an exchange of material, information, or activity there is also an element of customer service. This course was designed to help improve those relationships to foster trust and respect in the workplace.

You will learn about the importance of superb customer service as it relates to loyalty, purchases, frequency of interaction, apprehensions, and expansion. We will explain the two type of customers found in the workplace so that you can understand the different behaviors needed for each. For your benefit, we will also provide behaviors that you can utilize. Our step-by-step process will provide a framework for improving customer service by going the extra mile with every customer. We will provide a list of comparisons to ordinary sayings and improved ones which, while so simple, significantly change the experience you deliver to customers.

Importantly, you will also learn strategies to deal with the what is the biggest headache for many industries: customer complaints. This course explores the typical pitfalls of dealing with customer complaints, in addition to active means of countering those problems before they arise. Afterwards, we will supply you will follow up strategies to ensure that customers are satisfied and come back to you again. With this course, our hope is to help you improve your customer service with strategies that are easy to learn and quick to implement. Through our visuals, knowledge checks, and supplementary materials, our goal is to play a part in the improvement of your business.