



PROFESSIONAL  
DEVELOPMENT  
TRAINING

# Customer Service Training

 1300 121 400

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 1.0 DAY COURSE

**Do you impress your customers every time you interact with them? Does your organisation thrive on creating raving fans who buy your products and services again and again?**

You must go beyond simply showcasing your products and services and purposefully design and plan to develop strong relationships with your customers. It is essential that you provide a unique customer experience by proactively anticipating your customers' needs and exceeding their expectations every single time.

In this fun and exciting customer service training course you will learn to recognise how your attitude impacts on your interactions, you'll learn how to apply techniques to generate repeat business, develop top-level telephone skills, learn how to deal with difficult customers and deliver on your promises.

You will learn about your own personality type as well, as other personality types, and how to engage others in an entirely new way that provides a path to better communication and delivering an improved customer service experience.

PD Training can provide a complete professional development program for your organisation which includes personality profiling and automated training needs analysis, so contact us today to learn more!

**[Click Here to See What a Customised Customer Service Training Program Looks Like.](#)**

The PD Training Customer Service course is fun and effective and will improve the way you approach delivering service to your clients. This course is available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

Customised Customer Service courses are available for organisations that require specific scripts or product knowledge. Contact us today for a free quote!

## **What You'll Gain:**

In order to create higher levels of customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service every time. In order to achieve this, it is important to ask yourself some questions:



- Do you or your staff have the right skill sets to deliver exceptional customer service?
- How do you currently improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you currently listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritised?

This Customer Service Training Course is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives more rewarding by consistently providing exceptional customer service to both internal and external customers.

## Outcomes

**After completing this course participants will be able to:**

- Explain what customer service means in relation to internal & external customers
- Recognise how one's attitude affects service standards
- Master ways to develop & maintain a positive, customer focused, attitude
- Develop needs analysis techniques to better address customer needs
- Apply outstanding customer service techniques to generate return business
- Practice techniques for developing good will through in-person customer service
- Formulate take away techniques for service excellence over the phone
- Gain insight to connecting with customers online
- Master techniques for dealing with difficult customers
- Acquire tools for recovering difficult customers
- Understand when to escalate

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## Modules

### **Lesson 1: Brand Ambassador or Brand Assassin?**

- What is Customer Service?
- Who I Interact with and What I Do
- Defining Customer Service
- Customer Touchpoints
- Why Customers Leave
- Changes in Customer Behaviour
- Why We Should Keep Customers

### **Lesson 2: Customer Diversity**

- Cultural Diversity and the Global Customer
- A Considered Approach
- Generational Differences
- Serving Different Generations



### **Lesson 3: We Choose to Serve**

- Do we Choose to Serve?
- Customer Empathy
- Is Replacing Customer Service with Robots a Good Idea?
- Stepping Into Your Customer's Shoes
- Principles of Great Service
- How Well do You Apply the Principles of Great Service?

### **Lesson 5: Navigating the Negatives**

- Learning from Worst-Case Scenarios
- The Power of Leaning In
- The 'First' Response
- The Steps of Acknowledgement
- Practising the Steps of Acknowledgement
- Tough Customer Situations

### **Lesson 4: Communication – the Key to Great Service**

- Listening
- Active Listening
- Writing
- Written Communication
- Personal Style
- How Personal Style Influences Customer Service

### **Lesson 6: Creating a Service Culture**

- A Question of Focus
- What Can I Do?
- The Courage to Act

**Talk to our expert team**

**Phone: 1300 121 400**

**Email: [enquiries@pdtraining.com.au](mailto:enquiries@pdtraining.com.au)**