



the Management Development Institute

business and management education since 1981

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Excellence in Service: Basic

Code: CT90-900

Duration: 1 day

Series: Customer Service

Customer service fundamentals

Customer service and customers
Customer interaction
Customer expectations

Customer management

Dissatisfied customers
Angry customers
Upset customers
Stress in service situations

Customer service skills

Attitude and attention
Quality of service
Problem resolution

Customer communication

Communication fundamentals
Interpersonal communication
Telephone skills
E-mail etiquette

By completing this course, participants will learn how to:

- ✚ Distinguish the different types of customers, appreciate the importance of customer service, build rapport and communicate with customers, and respond to customers while exceeding their expectations.
- ✚ Develop customer service skills, provide quality customer service, and solve customer service problems.
- ✚ Understand customer dissatisfaction, work with customers who are either angry or upset, and reduce customer service stress.
- ✚ Understand the importance of effective communication, identify the importance of interpersonal communication, provide quality service on the telephone, and compose effective e-mail messages.

Prerequisites: None