

BM-CSIA CUSTOMER SERVICE IN THE INFORMATION AGE: A COMMON-SENSE APPROACH TO HIGH-TECH HELP



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Intermediate	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

Customer service has changed dramatically over the past few decades. New technology has given customer service personnel more options for reaching customers, even as it has given consumers easier access to data and information.

This practical course showcases Managers and Business Professionals how businesses can still provide great customer service with a personal touch - whether it is through email, the telephone, or a company website. The tips that are shared will provide you with concrete suggestions on how to use the technological options available today to elevate your customer service to the next level and build relationships that will result in loyal and satisfied customers.

AUDIENCE PROFILE

This course is ideal for those who want to strengthen their soft skills while mastering digital tools, typically including professionals who are navigating the intersection of traditional customer service values and modern digital tools.

PREREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

After course completion, you will be able to:

- Review basic customer service skills, especially as they relate to applying new technology in giving personal attention to customers.
- Explore Internet customer service—including website design for customer responsiveness and Web-based customer support systems.
- Present strategies for e-mail customer service that save your customers time and effort, yet still convey a personal connection.
- Introduce Customer Relationship Management, or CRM, and show how CRM principles apply to customer service.
- Explain how automated telephone systems in customer service can be made more customer-friendly.

COURSE CONTENT

Lesson 1: Customer Service Basics with a New-Century Twist

- Choose Common Sense over Technology.
- Understand the Whys Behind Company Policies.
- Help Customers Feel Like Insiders, Not Onlookers.
- Keep Current on Your Company's Promotions.
- Show Respect for Your Customers' Time.
- Promise Less and Deliver More.
- Tell Customers You Appreciate Their Business.

Lesson 2: Customer Service on the Web

- Facilitate Customer Service with Technology.
- Monitor Your Company's Internet Customer Service

- Design Your Website to Be Customer-Focused
- Include Contact Information on the Site Make Contact Information Easy to Find
- Offer After-the-Sale Help Through Multiple Means Post Your Privacy Policy in Plain Language
- Test Your Company's Website for Effectiveness.

Lesson 3: Providing E-Mail Customer Service

- Consider E-Mails to Be Public, Legal Documents.
- Know Your Company's E-Mail Policies.
- Present a Positive Impression to Your Customers.
- Offer Apologies as Needed

- Respond Promptly to All Customer E-Mail.
- Personalize Your E-Mail Responses.
- Give Complete Information in Everyday Language.
- Quote Senders' Queries to Craft Your Responses.

Lesson 4: Customer Relationship Management (CRM) and Service

- What Is Customer Relationship Management, or CRM?
- Emphasize Customer Retention.
- Provide Customer Service Based on the 80/20 Rule.
- Mine Referral Business from Existing Customers.
- Keep Your Promises to Customers.
- Build Customer Loyalty with After-the-Sale Service.

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| <ul style="list-style-type: none">– Work to Eliminate Irritating Policies and Procedures.– Keep Up with Changing Customer Expectations.– Reward Customers for Staying with Your Company. | Lesson 5: Effective Automated Telephone Service <ul style="list-style-type: none">– Determine Telephone Service by Customer Needs.– Set Up Automated Systems Correctly. | <ul style="list-style-type: none">– Check Regularly for Proper Operation.– Keep Automated Messages.– Brief Return Voice Mail Calls Promptly. |
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ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.