

Center for Workforce Development

Customer Service Essentials

August 22 • \$75

9 a.m. - 3:30 p.m. East Central College Business & Industry Center

This workshop will cover how to communicate with professionalism, gain respect, enhance customer relationships, and secure an overall competitive advantage through customer service excellence. Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers will directly affect your team's and company's performance.

AREAS TO BE COVERED

- 1. Apply best practice communication techniques to connect with your customer*
- 2. Demonstrating empathy and building rapport*
- 3. Focusing on customers' top two expectations to save time and reduce stress*
- 4. Handling customer complaints and difficult situations*
- 5. Responding effectively to specific customer behaviors*

This workshop is ideal for anyone who needs to interact effectively or build relationships with external or internal customers. This includes bank tellers, technical support, service industry, front-line or support staff. This workshop may also be of interest to managers and team leaders wishing to coach and develop staff performance toward a customer-focused culture.