

Course 1 Description

The course, Building Customer Relationships , addresses the skills necessary to provide excellent customer service to internal and external customers. It begins with identifying the characteristics of excellent customer service through excellent communication skills. Building an awareness and appreciation for diversity and inclusion is vital in the community and workplace. The course then provides you with an increased self-awareness of your listening skills, as well as tools to use when working with challenging customers.

Course 1 Objectives

The course objectives for each chapter are listed as follows:

Chapter 1: Communication Skills

- » Identify the characteristics of excellent customer service
- » Identify internal and external customers and the importance of good relationship building
- » Describe the main characteristics of effective communication
- » Understand the communication process and problems or perceived barriers that can contribute to miscommunications and/or misinterpretation
- » Identify your personal communication style

Chapter 2: Listening Skills

- » Apply good listening skills and recognize the importance they play in communication
- » Utilize and implement different levels of listening
- » Identify and practice personal levels of listening skills
- » Demonstrate an understanding of the barriers to effective listening and apply them at work

Chapter 3: Professional Attitude

- » Define professionalism and describe the benefits for customer service representatives
- » Utilize the seven keys that promote an optimistic and positive mental attitude
- » Demonstrate and apply the power of a smile
- » Practice the steps to staying energized and positive

Chapter 4: Working with Challenging Customers

- » Apply your understanding of civility and respect to different types of challenging customers
- » Describe situational recovery actions
- » Identify the 7 tips for working with challenging customers
- » Utilize the 'Crack the Egg' and Hot Button techniques to communicate

Chapter 5: Diversity, Equity, and Inclusion (DEI)

- » Understand the meaning of the terms: diversity, equity, inclusion, social and environmental justice, bias, unconscious bias, prejudice, discrimination, cultural competence, and respect
- » Identify the key principles of diversity, equity, inclusion, and belonging
- » Understand how customer service professionals can provide better service due to being more culturally competent
- » Learn how water sector organizations incorporate DEI principles
- » Apply the 10 tips for a respectful workplace