

Course 2 Description

The course, The Business of Customer Service, emphasizes teamwork skills as necessary to providing excellent customer service to internal and external customers. Understanding the importance of the customer service cycle and the CSRs role adds to the effectiveness of the team. Terms, definitions, and/ or processes common to all customer service organizations are discussed for a broad understanding of how technology is applied to create a more efficient environment. Professionalism, attitude, and stress management are critical skills that define an effective CSR and are presented to aid attendees' professional growth.

Course 2 Objectives

The course objectives for each chapter are listed as follows:

Chapter 1: Teamwork

- » Understand the characteristics of a great customer service representative and apply them to everyday tasks
- » Recognize the importance of working together as a team to improve customer service
- » Identify and apply the traits of a good team member for effective performance

Chapter 2: Personality Types

- » Recognize the importance and benefits of knowing your personality type
- » Understand different personality test types and models
- » Compare the traits of personality style with those of other types to improve interpersonal relationships
- » Compare the traits of birth order and use that knowledge to improve interpersonal relationships

Chapter 3: Customer Service in Action

- » Utilize the knowledge of channels of communication for better customer interactions
- » Employ good telephone etiquette when assisting customers on the phone
- » Analyze role-playing and the elements of good communication skills
- » Understand personal operating style

Chapter 4: People, Processes, and Technology

- » Understand the driving force of technology in today's customer service environment
- » Recognize the importance of processes and their need in an effective utility
- » Identify utility/customer service technologies, their definitions, and their uses
- » Restate and explain the customer service cycle, the processes, and the scope of employees involved