



Principles of Excellent Customer Service

Our Principles of Excellent Customer Service training class includes a total of 8 lessons and is geared towards individuals who interact with customers (or potential) customers daily. Our **live training class** is taught by a professional instructor in person or via Zoom (online) and is eight hours long. Specific learning objectives include: understanding what a customer service approach is; understanding how your own behavior affects the behavior of others; demonstrating confidence and skill as a problem solver; applying techniques to deal with difficult customers; and knowing how to provide excellent customer service.

Principles of Excellent Customer Service Training Class Outline

Below is a list of the lessons and topics covered:

- Lesson 1: What is Customer Service & Who Are Your Customers?
- Lesson 2: Expectations & Company Values
- Lesson 3: Improving Communication Skills
- Lesson 4: Dealing with Difficult Customers
- Lesson 5: Dealing with Day-to-Day Challenges & Pressure
- Lesson 6: Becoming a Problem Solver
- Lesson 7: Measuring Excellent Customer Service
- Lesson 8: Reinforcement Techniques