

Document Generated: 03/10/2026

Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 1 Day

Foundations of Customer Service



About This Course:

Every interaction with a customer is a chance to strengthen your organization's reputation—or weaken it. 90% of consumers say customer service is important to their brand loyalty. Professionals who consistently deliver clear, empathetic, and solution-focused service have a measurable impact on customer retention and

business performance.

The Foundations of Customer Service course helps service professionals at all levels provide high-quality support across face-to-face and remote channels. Through real-world techniques and guided practice, you'll gain the tools to manage difficult interactions, strengthen relationships, and improve overall satisfaction—for internal and external customers alike.

Course Objectives:

This course provides essential techniques for navigating customer conversations with professionalism and confidence.

You will learn how to:

- Recognize customer service benefits and define internal vs. external customer relationships
- Apply trends and success factors that shape positive customer experiences
- Improve communication through emotional intelligence and personal connection
- Handle difficult or unreasonable customers with confidence and professionalism
- Deliver excellent service across face-to-face and remote communication channels

Audience:

- This course is intended for customer service professionals with any level of experience who want to expand their knowledge, improve their skill set, and increase the understanding of customer benefits.

Prerequisites:

- None

Course Outline:

Customer Service Key Concepts

- Explain the core benefits of customer service
- Recognize the value of internal customer relationships
- Identify how delivering great service benefits you personally
- Understand how service excellence contributes to company success

How Customers Define a Company's Success

- Examine how customers evaluate service experiences
- Identify current trends in customer service expectations
- Understand the key elements that drive customer satisfaction

Enhancing Customer Satisfaction

- Apply personal touch techniques to service interactions
- Make positive and lasting impressions on customers
- Adapt your service approach based on customer needs

Delivering Face-to-Face Customer Service

- Understand the six types of face-to-face interactions
- Apply key success factors for in-person service
- Strengthen listening skills to better understand customer needs

Providing Effective Remote Support

- Identify communication channels used in remote customer service
- Apply best practices for virtual communication
- Build rapport and maintain professionalism remotely

Handling Challenging Customer Situations

- Learn strategies for dealing with difficult customers
- Manage conversations with angry or frustrated individuals
- Navigate uncooperative behavior from colleagues

Building Customer Loyalty

- Recognize moments of truth that impact customer perception
- Leverage customer complaints as opportunities to build trust
- Follow the service recovery process to restore satisfaction