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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 2 Days

Providing Outstanding Customer Service



About This Course:

In today's competitive marketplace, outstanding customer service is what sets you and your organization apart. Whether you're a seasoned customer service professional or just starting to build your customer service skills, delivering consistent, high-quality support is what drives customer satisfaction and builds

lasting loyalty. It's the reason customers choose your brand over others and why they return again and again.

But how do you improve customer interactions, deliver excellent customer experiences, and stay ahead of the curve in 2025? Through a blend of proven best practices, active listening, empathy, and problem-solving strategies, you can transform your approach to customer support and create real customer success.

Course Objectives:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customer's needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

Audience:

- Operations managers, account representatives, customer service professionals, help desk and technical support, and anyone working directly with customer will benefit from this course.

Prerequisites:

- None

Course Outline:

Customer Service - A Baseline

- Recognizing Your Customers
- Understanding Your Role in Customer Service

Developing A Customer Service Mind-Set

- Leveraging Your First Impression
- Feeling Positively About Customers
- Mastering Moods and Emotions

Identifying Customer Needs

- Understanding the Customer's Situation
- Avoiding Assumption and Prejudgment
- Meeting Basic Needs
- Seeking to Exceeding Expectations
- Building Repeat Relationships

Connecting with the Customer

- Achieving Authenticity through Body Language
- Responding Effectively to Problems
- Mastering Online Etiquette
- Seeking Customer Feedback

Dealing with Difficult Situations

- Effectively Addressing Complaints
- De-escalating Anger
- Establishing Common Ground
- Remaining Calm, Respectful and Objective

Effectively Addressing Complaints

- Creating a Memorable Customer Experience