Peregrine Pathways Presents:

FULFILLING CUSTOMER EXPECTATIONS

PROGRAM SYLLABUS

November 2021

Written & Delivered By:

Peregrine Pathways: *Fulfilling Customer Expectations*

Overview

Who are your customers? Your customers include your team members, other departments, everyone in the organization, vendors, and suppliers – your internal customers. Your customers also include anyone who buys your products and services – your external customers. Additionally, your customers include people who could purchase your products and services at some point in the future – your prospective customers.

Quality customer service entails providing efficient, quick, and friendly service, building strong relationships with customers, handling complaints quickly, and responding to customers' issues promptly. Quality customer service is the best way to keep customers coming back, thus ensuring long-term success.

The purpose of this program is to build your customer service skills, including those needed for your internal customers, your external customers, and your prospective customers. This program includes current thinking on the topic and the tried-and-true customer service research.

Learners

This program is designed for anyone involved in customer service, which, by definition, means any employee of an organization regardless of title or relationship on an organizational chart. The program may be most valuable for employees who deal directly with customers who purchase the products and services of the organization. The program also includes instruction on organizational customer service needs for business owners, department heads, and other senior leaders.

Program Authors

The author for this program is Peregrine Global Services, headquartered in Gillette, Wyoming. Materials from a variety of sources may have been used in the development of this program.

Professional Development Credits

Peregrine Global Services is recognized by the Society of Human Resource Management (SHRM) to offer Professional Development Credits for SHRM-CP® or SHRM-SCP®.

Learner Hours: 22-25 **SHRM PDC:** 20

This program may also be relevant for Continuing Education Units/Professional Development Credits with other organizations to help satisfy professional development requirements.

The learning outcomes for the program are as follows. With the completion of this program, learners should be able to:

1. Define quality customer service.
2. Know the principles of good customer service.
3. Perform quality customer service.
4. Differentiate between Customer Service and Customer Support.
5. Provide customer care.
6. Deal with the angry customer.
7. Perform retail sales customer service.
8. Answer customer service emails.
9. Provide customer service by telephone.
10. Perform customer service via social media.
11. Conduct sales calls.
12. Build a culture of customer service.
13. Understand the standards in customer service.
14. Improve customer satisfaction.

15. Understand multichannel customer service.

16. Develop a customer service training program.

17. Understand how SMS can be used in customer service.

18. Enhance organizational customer service.

Curriculum

Section	Topics / Subtopics
Section 1: Introduction	• Defining Customer Service • Introduction Video • A Customer Service Self-assessment • Why Customer Service Is Important

Section 2: Customer Service Principles and Skills	• Principles of Good Customer Service
	  ○ Customer Relationships
	  ○ Communications and Sales Skills
	  ○ Addressing Complaints
	  ○ Know Your Products and Services
	• Common Sense Customer Service (Video)
	• Customer Service Skills

Section 3: Customer Service Tips	• 25 Essential Customer Service Tips • Customer Service Tips (Video) • Common Sense Customer Service
Section 4: Customer Service vs. Customer Support	• The role of Customer Support • The Role of Customer Service • Customer Support vs. Customer Service

Section 5: Customer Service Skills	• Customer Care
	  ○ Customer Care vs. Customer Service
	  ○ Customer Care vs. Customer Relations
	  ○ Customer Care Examples
	• Customer Service Essentials (Video)
	• Customer Experience Vs. Customer Service Vs. Customer Care
	• Customer Service Skills

Section 6: The Angry Customer	• Communications in Customer Service (Video) • Types of Angry Customers • Steps for Dealing with Angry Customers • Turning a Challenge into an Opportunity
Section 7: Customer Service in Retail Sales	• Understanding Retail Customer Service • Fundamentals of Retail Sales Customer Service • Customer Service in Retail Sales (Video) • Tips for Excellence in Retail Customer Service
Section 8: Customer Service Emails	• Answering Customer Service Emails • Customer Service Email Etiquette (Video) • Email Etiquette
Section 9: Call Center Customer Service	• Call Center Tips for Beginners • Customer Service Phone Tips (Video) • Call Center Customer Service Skills • Call Center Essentials
Section 10: Social Media and Customer Service	• Understanding Social Media Customer Service • Providing Exceptional Customer Service (Video) • Social Media Strategies • Best Practices in Social Media Customer Service
Section 11: Sales Calls and Customer Service	• Making the Sales Calls • Closing Appointment Setting Calls • Steps to Take After a Sales Call
Section 12: Building a Customer Service Culture	• A Customer-centric Culture • Providing Internal Quality Internal Customer Service (Video) • Steps in Creating a Customer-centric Culture

Section 13: Standards in Customer Service	• Various Standards in Customer Service
	  ○ Speed Standards
	  ○ Accuracy Standards
	  ○ Transparency Standards
	  ○ Accessibility Standards
	  ○ Empowerment Standards
	  ○ Friendliness Standards
	  ○ Efficiency Standards
	• Customer Service Standards Gone Wrong

Section 14: Customer Satisfaction	• The Benefits of Customer Loyalty (Video)
	• Improving Customer Satisfaction
	  ○ Create Memorable Customer Experiences
	  ○ Provide Fast, Convenient Customer Support
	  ○ Make an Irresistible Offer
	  ○ Make Feedback Part of Your Brand

Section 15: Multichannel Customer Service	• Multichannel Customer Service • Frontline Customer Service (Video) • Tips for Delivering Multichannel Customer Services • Omnichannel Customer Support
Section 16: Customer Service Training	• Why Train for Customer Service? • Making the Right First Impression (Video) • Customer Service Training Tips
Section 17: SMS for Customer Service	• Using SMS for Customer Service
Section 18: Seminar	• Virtual discussion with experienced leaders. Learn how to provide quality customer service and achieve results.
Section 19: Summary and Assessment	• Why is Customer Service Important? (Video) • Customer Service Essentials • Types of Customer Service • Enhancing your Organizational Customer Service • Delivering Great Customer Service • Assessment

References & Resources

10 Face-to-Face Customer Service Essentials. Https://Www.Business2community.Com/Brandviews/Spark-Pay/10-Face-To-Face-Customer-Service-Essentials-01326882.

10 Customer Service Tips and Tricks. Https://Www.Teamsupport.Com/Blog/10-Customer-Service-Quick-Tips.

12 Data-Backed Reasons Customer Service Is Key to Business Growth. Https://Blog.Hubspot.Com/Service/Importance-Customer-Service.

15 Customer Service Skills & How to Improve Each One (Step-By-Step). Https://Www.Groovehq.Com/Blog/Customer-Service-Skills-Improve.

21 Key Customer Service Skills (And How to Develop Them). Https://Www.Helpscout.Com/Blog/Customer-Service-Skills/.

19 Great Customer Service Tips To Improve Your Customer Satisfaction. Https://Www.Retently.Com/Blog/Customer-Service-Tips/.

21 Customer Service Standards That Will Take You Higher. Https://Www.Userlike.Com/En/Blog/Customer-Service-Standards.

21 Essential Customer Service Skills for Every Employee. Https://Learn.G2.Com/Customer-Service-Skills.

25 Awesome Customer Service Tips You Must Employ. Https://Acquire.Io/Blog/Customer-Service-Tips/.

4 Strategies to Help Improve Your Customer Service Standards. Https://Www.Socialmediatoday.Com/News/4-Strategies-To-Help-Improve-Your-Customer-Service-Standards/529799/.

5 steps to building a customer-centric company culture. Https://Www.Appcues.Com/Blog/Customer-Centric-Company-Culture.

7 CUSTOMER SERVICE EMAIL TEMPLATES (READY TO HANDLE YOUR TOUOGHEST CUSTOMERS!). Https://Www.Superoffice.Com/Blog/Customer-Service-Email-Templates-For-Business/.

6 Keys to Improving Your team's customer service skills. Https://Www.Surveymonkey.Com/Mp/6-Keys-Improving-Teams-Customer-Service-Skills/.

6 Ways to Build a Customer-Centric Culture. Https://Hbr.Org/2018/10/6-Ways-To-Build-A-Customer-Centric-Culture.

7 Must Omni-Channel Customer Service Delivery Methods. Https://Www.Invensis.Net/Blog/Customer-Service/7-Must-Omni-Channel-Customer-Service-Delivery-Methods/?Utm_Source=Invensis-Blog&Utm_Campaign=Blog-Post&Utm_Medium=Content-Link&Utm_Term=8-Effective-Ways-Handle-Multichannel-Conduit-Challenges.

7 Tips for Improving Skills And Abilities For Customer Service. Https://Www.Unicomcorp.Com/Blog/7-Tips-For-Improving-Skills-And-Abilities-For-Customer-Service/.

7 Types of Customer Service: Pros and Cons. Https://Www.Tidio.Com/Blog/Types-Of-Customer-Service/.

8 Rules for Good Customer Service. Https://Www.Thebalancesmb.Com/Rules-For-Good-Customer-Service-2948079.

10 Examples of Good Customer Service in Retail (And How to Apply Them to Your Stores). Https://Www.Vendhq.Com/Blog/Examples-Good-Customer-Service-Retail/.

9 Proven Strategies for Effective Customer Service Communication. Https://Www.Revechat.Com/Blog/Effective-Customer-Service-Communication/.

19 Tips to improve your customer service skills. Https://Www.Qualtrics.Com/Experience-Management/Customer/Service-Tips-Skills/.

Common Customer Service Interview Questions With Answers. Https://Www.Thebalancecareers.Com/Interview-Questions-About-Customer-Service-2063349.

Principles of good customer service. Https://Www.Business.Qld.Gov.Au/Running-Business/Consumer-Laws/Customer-Service/Improving/Principles.

Customer service vs customer support. What's the difference between these two? Https://Www.Liveagent.Com/Academy/Customer-Service-Vs-Customer-Support/.

Customer Service: A Guide for Successful Business Growth. Https://Www.Paldesk.Com/Customer-Service-A-Guide-For-Successful-Business-Growth/.

Define Excellent Customer Service. Https://Www.Myperfectresume.Com/How-To/Interview-Tips/Define-Excellent-Customer-Service.

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How to Answer Interview Questions About Customer Service. Https://Www.Thebalancecareers.Com/What-Is-Customer-Service-2063347.

HOW TO CREATE A CUSTOMER-CENTRIC STRATEGY FOR YOUR BUSINESS. Https://Www.Superoffice.Com/Blog/How-To-Create-A-Customer-Centric-Strategy/.

How to improve Customer Service in an Online Store. Https://Www.Doofinder.Com/En/Blog/How-To-Improve-Customer-Service-In-An-Online-Store.

How to Level Up Your Retail Store's Customer Service. Https://Www.Shopkeep.Com/Blog/Retail-Customer-Service-Tips#Step-1.

TEN WAYS TO CREATE A CUSTOMER-CENTRIC CULTURE. Https://Hyken.Com/Customer-Service-3/Ten-Ways-Create-Customer-Centric-Culture/?Gclid=Cj0KCQjwtLT1BRD9ARIsAMH3BtXiGQ6aqg90ViNYvbXBOf6_Tjbeslq1pj_Nnfultz7vbqwt2uwkr4oaatmqealw_Wcb.

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What Defines Good Customer Service in Retail? Https://Www.Highspeedtraining.Co.Uk/Hub/Good-Customer-Service-Retail/.

What Is Customer Care (As It Relates to Customer Service)? Https://Blog.Hubspot.Com/Service/Customer-Care.

What is Customer Service? Https://Entrepreneurhandbook.Co.Uk/What-Is-Customer-Service/.

Retail Customer Service. Https://Www.Retaildoc.Com/Retail-101/Retail-Customer-Service.

What's the Difference Between Customer Service, Customer Care and Customer Support? Https://Www.Paldesk.Com/Whats-The-Difference-Between-Customer-Service-Customer-Care-And-Customer-Support/.

Who Is Your Customer? A Step-by-step Guide On How To Define the Customer Profile. Https://Instream.Io/En/Who-Is-Your-Customer-Step-By-Step-Guide-On-How-To-Define-The-Customer-Profile/.

Start-a-Business 101. Https://Businesstown.Com/.

Assessment

Throughout the program, there are in-progress quizzes and short exercises to ensure understanding of the instructional content. A completion certificate is issued when the learner obtains at least 80% on the final exam.

Hours and Articulation

Learner hours for the program are shown in the following table. The hours are based on both the time within the program and time away from the program conducting application activities.

Section	Hours
Section 1: Course Introduction	2
Section 2: Customer Service Principles and Skills	1
Section 3: Customer Service Tips	2
Section 4: Customer Service vs. Customer Support	2
Section 5: Customer Service Skills	1
Section 6: The Angry Customer	1
Section 7: Customer Service in Retail Sales	1
Section 8: Customer Service Emails	1
Section 9: Call Center Customer Service	1
Section 10: Social Media and Customer Service	1
Section 11: Sales Calls and Customer Service	1
Section 12: Building a Customer Service Culture	1

Section 13: Standards in Customer Service	1
Section 14: Customer Satisfaction	1
Section 15: Multichannel Customer Service	1
Section 16: Customer Service Employee Training	1
Section 17: Using SMS for Customer Service	1
Section 18: Seminar	2
Section 19: Summary and Assessment	2
Total Hours	24