Quality Customer Service

Quality customer service entails providing efficient, quick, and friendly service, building strong relationships with customers, handling complaints quickly, and responding to customers' issues on time.

Quality customer service is the best way to keep customers coming back, thus ensuring long-term success.

The purpose of this module is to build customer service skills, including those needed for internal customers, external customers, and prospective customers.

This module includes current thinking on the topic, as well as the tried-and-true customer service research.

Learning Outcomes

1. Describe the importance of quality customer service to organizational success.

2. Differentiate between customer service and customer support.

3. Apply strategies for performing quality customer service by answering customer service emails, providing customer service on the telephone and social media, and responding to angry customers.

4. Identify strategies for conducting effective sales calls.

5. Describe how to build a culture of customer service in an organization.

6. Define multichannel customer service.

7. Develop a customer service training program.

8. Describe how SMS can be used in customer service.

9. Build a plan to enhance organizational customer service to improve customer satisfaction.

Recommended Learners

➤ Undergraduate students learning about internal and external customer service.

➤ Student Support Services.

➤ Graduate students responsible for customer service.

An example of a learning event in our Leading-Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

✓ Integrate in a course on marketing, management, or small business.

✓ Improving the quality of customer service with student support services.

✓ Professional development for continuing education or refresher of skills.

✓ Develop skill sets of working professionals.

✓ Develop a customer-centric culture.

Pricing
Module is Approximately 22-25 Learner Hours

1-100 Learners Per Year	101-500 Learners per Year	500+ Learners per Year
$285 per Learner	$270 per Learner	$255 per Learner

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