



## 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, 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 and the tried-and-true customer service research and experience.

## Outcomes

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. How to deal with the angry customer.
7. Perform retail sales customer service.
8. Answer customer service emails.
9. Provide customer service via 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.

## Recommended Learners

### Higher Education

- Undergraduate students learning about internal and external customer service
- Student Support Services
- Graduate students responsible for customer service

### Business, Industry, Nonprofits, & Agencies

- Employees who deliver customer service
- Small Business Owners
- Customer Service Specialists
- Customer Care Representatives

*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**

**Higher Education**

- ✓ Teaching customer service skills.
- ✓ Teaching the development of customer service skills.
- ✓ Improving the quality of customer service with student support services.

**Business, Industry, Nonprofits, & Agencies**

- ✓ Developing communication skills for dealing with angry customers.
- ✓ Understanding social media customer service.
- ✓ Improving customer satisfaction.
- ✓ Developing a customer-centric culture.

**Pricing**  
**Module is Approximately 22-25 Learner Hours**

1-100 Learners Per Year

\$285 per Learner

101-500 Learners per Year

\$270 per Learner

500+ Learners per Year

\$255 per Learner