



corporate training options

Customer Service in the Information Age

Overview & Learning Outcomes

Upon successful completion of this course you should be able to:

- review basic customer service skills, especially as they relate to applying new technology in giving personal attention to customers
- explore internet customer service, including Web site design for customer responsiveness and Web-based customer support systems
- present strategies for e-mail customer service that save your customers time and effort, yet still convey a personal connection
- introduce Customer Relationship Management, or CRM, and show how CRM principles apply to customer service
- explain how automated telephone systems in customer service can be made more customer friendly

Prerequisites

There are no pre-requisites for this course.

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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Customer Service in the Information Age **Training Course Outline**

Customer Service Basics – With a New-Century Twist

Choose common sense over technology
Understand the whys behind company policies
Help customers feel like insiders, not onlookers
Keep current on your company's promotions
Show respect for your customers time
Promise less and deliver more
Tell customers you appreciate their business

Customer Service on the Web

Supplement the software with human interaction
Facilitate customer service with technology
Monitor your company's internet customer service
Design your web site to be customer focused
Include contact information on the site
Make contact information easy to find
Offer after-the-sale help through multiple means
Post your privacy policy in plain language
Test your company's web site for effectiveness

Providing E-Mail Customer Service

Consider e-mails to be public, legal documents
Know your company's e-mail policies
Present a positive impression to your customers
Offer apologies as needed
Respond promptly to all customer e-mail
Personalise your e-mail responses

Give complete information in everyday language
Quote senders' queries to craft your responses

Customer Relationship Management (CRM) and Service

What is customer relationship management, or CRM?
Emphasize customer retention
Provide customer service based on the 80/20 rule
Mine referral business from existing customers
Keep your promises to customers
Build customer loyalty with after-the-sale service
Work to eliminate irritating policies and procedures
Keep up with changing customer expectations
Reward customers for staying with your company

Effective Automated Telephone Service

Determine telephone service by customer needs
Set up automated systems correctly
Check regularly for proper operation
Keep automated messages brief
Return voice mail calls promptly

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