



*Shaughnessy Howell*

## ***C.A.R.E. Customer Service*** *Creating Attentive Responsive Employees*

The quality of service delivered by employees can make or break a business. Whether internal or external customers, harmonious staff relationships are critical to the success of an organization. Identifying internal customers, understanding universal customer needs, and recognizing and adapting to communication styles are critical skills necessary for a positive organizational experience.

Customer service success requires a keen understanding of how best to manage complex relationships with changing expectations and increasingly demanding work requirements.

In the C.A.R.E. Customer Service program, participants develop specific and proven methods of improving relationships, enhancing communications skills, and honing problem-solving techniques with co-workers and customers.

### **Program Objectives**

By the end of this program participants will be able to:

- Describe the role that customer service plays in achieving organizational and personal objectives
- Apply service skills to internal and external customers
- Use the skills and techniques required to achieve a high level of customer satisfaction
- Respond to complaints to achieve customer loyalty
- Apply a problem solving model to handling complaints
- Defuse customer anger and handle customer hostility

156 King Street South Waterloo, Ontario N2J 1P6

***Knowledge • Continuity • Focus***

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### Program Outline

#### Introduction to Customer Service

- Why quality service is essential
- Who are your customers?
- What is customer service?
- The customer's view of service
- The Customer Service Mindset

#### Core Customer Service Skills

- Communicating effectively with customers
- Listening skills that impact customer satisfaction
- How to listen for facts and listen for feelings
- The importance of confirming and clarifying
- The important role of questions in solving customer problems
- Matching questions to what you want to accomplish
- Ways to increase customer buy-in by explaining 'why'
- Minimizing the use of jargon

#### Handling Customer Complaints

- Adopting a win/win approach
- Managing emotions
- Five steps to diffusing customer anger
- Problem solving to handle complaints
- SCORE against complaints

Course Length: 1 Day

Class Size: 10-15 Participants

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