



CUSTOMER SERVICE SKILLS TRAINING

MACRO Consulting Group, LLC Training Program Outlines

www.mcgroup312.com

412-812-9537
service@mcgroup312.com

MACRO Consulting Group Customer Service Training

The Customer is Always Right

I. Introduction to Customer Service

- A. Importance of customer service in the organization
- B. Understanding customer expectations and its impact on business success
- C. Setting the objectives and expectations for the training program

II. Fundamentals of Exceptional Customer Service

- A. Defining excellent customer service and its key components
- B. Building rapport and effective communication skills
- C. Developing a customer-centric mindset

III. Understanding Customer Needs

- A. Active listening and empathy skills
- B. Identifying and addressing customer needs and preferences
- C. Handling difficult customers and challenging situations

IV. Effective Communication Techniques

- A. Verbal and non-verbal communication skills
- B. Using positive language and tone in customer interactions
- C. Written communication and email etiquette

V. Building Product and Service Knowledge

- A. Understanding the organization's products and services
- B. Enhancing product knowledge to provide accurate information
- C. Upselling and cross-selling techniques

VI. Resolving Customer Issues and Complaints

- A. Complaint handling strategies and techniques
- B. Problem-solving and decision-making skills
- C. Escalation procedures and customer recovery

VII. Creating a Positive Customer Experience

- A. Personalizing customer interactions
- B. Going the extra mile and exceeding customer expectations
- C. Building customer loyalty and retention strategies

VIII. Teamwork and Collaboration in Customer Service

- A. Effective collaboration with internal teams for seamless customer experience
- B. Sharing customer insights and feedback with relevant stakeholders
- C. Creating a culture of teamwork and support within the organization

IX. Handling Multichannel Customer Interactions

- A. Managing customer interactions across various channels (phone, email, chat, social media)
- B. Adapting communication style to different channels
- C. Providing consistent and seamless service across channels

X. Continuous Improvement in Customer Service

- A. Feedback mechanisms and customer satisfaction measurement
- B. Identifying opportunities for process improvement
- C. Encouraging a culture of continuous learning and development

XI. Conclusion

- A. Recap of key concepts and skills covered in the training program
- B. Commitment to delivering exceptional customer service
- C. Providing resources and support for ongoing learning and development