

## ONLINE CUSTOMER SERVICE

*"Learn lots of great ideas on how to deliver excellent online customer service experience, in all formats ."*

### Why you should attend this course

This half-day live online training course will help to delight all your online customers, online chat, messaging, review responses, instant message, and email

### include:

- How best to use online chat, reply to reviews and respond to messages.
- How to start and maintain an online conversation.
- Preparing standard responses to FAQ's
- The keys writing and responding to customer emails.
- Stay positive and deal with difficult customers
- Proven ways to manage customer expectations to increase overall satisfaction
- Build the seven essentials of outstanding customer service into every contact or touch point.
- How to respond to online complaints and negative reviews



### How you will benefit

The course is interactive and motivational, using the latest ideas and techniques to help you create excellent customer service.

### About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge of the subject. The course will be informal, engaging and include many practical activities.

Price: £95 plus VAT per person, online or classroom..

[email@brilliantcs.co.uk](mailto:email@brilliantcs.co.uk)

## Online Customer Service Skills

- ✓ Two 90-minute modules live online\*.
- ✓ Expert trainer with subject matter expertise.
- ✓ PDF manual for reference.

### Customer service experience in an online situation

1. What issues do you face?
2. Making every customer feel valued
3. What we do; what else could we do?

### Best practice writing skills – online chat, replies and responses

1. The ABC model of online chat: Accurate, Brief and Clear
2. Test your grammar and English skills
3. Email and live-chat best practice



### Practice session

- Creating standard responses
- Responding to live-chat issues
- Action plan

### Connecting with customers online

- Brilliant first impressions and last impressions phone, email, in person and online
- How to ask for information and manage an online conversation
- Providing information and answering questions effectively
- Dealing with difficult customers and complaints

### Customer email writing skills

- How to write clear, positive, and professional emails, posts or answer review comments
- Top recommendations for email best practice and etiquette.
- Practical tips on how to edit and proof-read emails for accuracy, brevity, and clarity.

*£95 per person for live online*

*Also available as a classroom delivery, minimum three participants, plus travel costs.*

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