

Course Name	CBP C20-507 CBP™ Customer Service
Course Duration	2 Days
Course Structure	Instructor-Led
Course Overview	<p>The CBP customer service certification provides the foundation for quality customer service. It focuses on building lifelong customer relationships by effective customer care strategies. This module uses various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide excellence in service. By the end of the course, learners will have an introduction to customer service, develop their communication skills, and learn how to understand your customer and how to deal with upset customers. They will also be taught customer service for telephone interactions and Internet interactions. The course will also teach learners time management and stress management strategies.</p>
Course Outcome	<p>After completing this module, students will be able to demonstrate:</p> <ul style="list-style-type: none"> • Introduction to customer service • Communication skills •
Course Details	<p>Module 1: Introduction to customer service</p> <ul style="list-style-type: none"> • What is customer service • Developing a customer-centric mindset • Who are the customers • External customers • Internal customers • When & where does customer service take place • The need for customer service • Rewards • Penalties • What does customer service mean to you? • Unpleasant experiences • Satisfying experiences • Developing a customer friendly attitude • Evaluation • Excitement is contagious <p>Module 2: Communication skills</p> <ul style="list-style-type: none"> • Developing effective communication skills • Presenting a professional image • Non-verbal communication skills • Body language • Key body language aspects • Physical distance • Verbal communication skills • Choice of words • Tone of voice • The choice of words

Module 3: Knowing your customer

- Knowing your customer
- Customer expectations
- Assertive working style – results – oriented
- Analytical-details- oriented
- Amiable – people-oriented
- Dominant behavioral style
- Determining your level of services

Module 4: Calming upset customers

- What makes a customer upset
- Avoiding upsets
- What can you do to avoid upsets
- 5 steps to calming upset customers
- Accurately identify the problem
- Confirm the customer's value
- Synchronize and summarize
- What to do when you are upset

Module 5: Telephone customer service

- Mastering the telephone
- Answering the telephone
- A professional greeting
- Active listening
- Putting callers on hold
- Recommendations
- Transferring a call
- Taking a message
- Voice mail
- Closing the call

Module 6: Internet customer skills

- The internet customer
- E-mail communication guidelines
- Online chat
- Internet customer skills
- Scripted responses
- Introduction
- Placing a chat on hold
- Closing a chat session
- Websites
- Knowledge base
- Auto responder
- Customer online support

Module 7: Time management strategies

- Time management
- Taking control of your time
- Time analysis
- Personal suitability
- Efficiency
- Task efficiency
- Task importance
- Relative importance

	<ul style="list-style-type: none">• Time-frame• Time wasters <p>Stress management strategies</p> <ul style="list-style-type: none">• Stress management• What is stress?• What causes stress?• Stress symptoms• What can be done to manage or even eliminate stress?• Do something that you love• Don't feel responsible to solve every situation• Have a hobby• Rest, take a vacation• Exercise• Be organized• We all make mistakes• Be positive
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