

# CBP Customer Service



## Course overview

The CBP™ customer service certification provides the foundation for quality customer service and focuses on building life-long customer relationships by effective customer –care strategies. The CBP™ customer service certification module provides guidelines for emerging technologies such as internet chat. Additionally, this module uses various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide excellence in service.

## Who should attend

This course is recommended for customer service professionals, service agents, front-line workers, managers, supervisors and business professionals, who wish to specialize in the customer service business segment.

## Prerequisites

This course is designed for the student who has little or no experience.

## What you will receive

Students will receive an official course manual for post class reference and review.

## Certification preparation

This module prepares candidates to sit the Certified Business Professional exam – C20-507.

## Follow-up courses

- Leadership
- Sales
- Business etiquette
- Business communication

## Course Outline: CBP Customer Service

### Module 1: Introduction to customer service

- 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

### Module 2: Communication skills

- 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: Knowing your customer

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

### Module 4: Calming upset customers

- What makes a customer upset
- Avoiding upsets
- What can you do 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 responders
- 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
- Time-frame
- Time wasters

### Module 8: Stress management strategies

- 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