XCELERATE TRAINING INSTITUTE

your learning & development partner

CUSTOMER SERVICE

Basic Customer Service

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	On request
2 – 6 Aug 2027	Live online	Online (live)	On request
6 – 10 Sep 2027	Madrid	Classroom	€3,800

Register or ask a question

Online: staging.x8ti.com/course/basic-customer-service/

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Basic Customer Service

Introduction

A customer is an integral part of an organization. We have often heard statements like “Customer is King” and “Customer is always right”. These show us that in these times that customers are really important and critical to run the business.

Any organization selling a product or a service is always selling to the end customer, the real key is to form that relationship and retain them. Customer service has been a crucial competency in organizations, these days, where each one is looking to enhance their skills of how we impress the customer and make them feel special.

Evolution in business has made customer service skills a leading differentiator as the lifestyle of people keeps changing and customers are looking for that extra and comfort. Earlier, we had customers being satisfied and content with the product, however today they want to look at the appeal, the style, the mannerisms, and the extra that they can get. It is the “Service” that acts as the differentiator here.

Customer service is about having the basic fundamentals of respect, listening, genuine interest, empathy, and showing sincere appreciation. It is the right moment to take the skills to the next level and cultivate our personality where you can convert your customers and keep them in the business.

Imagine, how would it be, when a customer is your customer for life and says that he would purchase the product or service only from you? Would it be absolutely fantastic? This program will make you do just that. It is about developing your relationship with customer and going the extra mile.

This Xcelerate training Institute course will empower you with the opportunity to develop and enhance the customer service skills of going the extra mile which is critical for the customer in today’s times.

Learning Objectives

This program equips you to work on your skill to listen to the customer’s needs, what they require and how to address their pain areas and thereby increase the customer satisfaction index. This program is up-schilling yourself and going that extra mile to work with the customer.

Upon completing this Basic Customer Service Training Program successfully, participants will be able to:

- Be equipped to understand the customer using a customer-focused approach
- Recognize the importance of customer service and the values required for it
- Be a proactive listener, apply the listening skills and empathize with the customer
- Interact with the customer using effective communication skills
- Ask questions using the Questioning Model
- Understand the customer expectations and work towards exceeding them
- Work on their body language and gestures in order to showcase a professional approach

Training Methodology

This collaborative Basic Customer Service Training Program will comprise of the following training methods:

- Presentations
- Role plays
- Group Discussions
- Lectures & Seminar Method
- Assignments
- Activities
- Polls
- Surveys
- Whiteboard interaction
- Case Studies & Functional Exercises

The program structure is a detailed and interactive session, following a two-way communication, we work with the participant to ensure that they are able to get a practical experience of how to interact with the customer. At ZTS, we use the 'Do-Review-Learn-Apply' model.

Benefits for Your Organisation

Organizations wanting to make their customers feel special and important should look at nominating their employees for this program.

Companies who nominate their employees to participate in this Basic Customer Service Program can benefit in the following ways:

- Gain higher customer satisfaction from their consumer/end-user
- Have their employees work on their interpersonal skills
- Employees will focus on a more professional approach to interact with the customer
- Reduction in complaints from the customer
- The organization will be known for going the extra mile to support the customer

Benefits for You

An individual can benefit from this program in various ways only out of their willingness and participation.

Individuals who participate in this Basic Customer Service Training Program can gain from it in the following ways:

- Know who the customer is and what do they expect?
- Understand how to interact with the customer and make them feel important
- Gain a clear understanding of our personality and the customer's personality and how we can adapt to serve better
- Get a detailed understanding of communication skills, body language and listening skills to interact with the customer and retain them for life

- Have a reduction in the complaints from customers and focus on customer satisfaction

Who Should Attend

This Basic Customer Service Training Program would be suitable for anyone who is interacting with the customer and wants to cause their business to be known for excellent service.

If you are interacting with a customer, these skills are a must in today's times. If you're an employee or a business owner, this program is for you. Because this program is designed for building a relationship with the customer, building your credibility and gaining their trust.

Course Outline

Know your customer and create the foundation

- Recognize who is your customer and what are they looking for?
- Understand the requirement of the customer
- Know the foundation of customer service
- Learn the pillars of customer service
- Know how to create a professional approach towards the customer

Create a professional approach to interact with the customer

- Focus on creating a successful interaction with the customer
- Understand the expectations of the customer
- Use conversational language to your advantage
- Recognize your strengths and areas where you need to work on

Create a vision

- Assess your customer service approach and create a vision towards enhancing the skill
- Create goals and set benchmarks of where you want to reach
- Use the bridge model to achieve goals
- Understand the process and use it to align the goals

Listening Skills

- Recognize that listening plays a critical role in customer service
- Know the different levels of listening
- Look at the various factors to be worked on when listening to the customer
- Exercise working on the skill and listen instead of only hearing
- Listen to calm them down, and deal with conflicts

Communication Skills

- Work towards building a two-way communication
- Recognize the types of communication, know the various forms and the impact that they have
- Understand how communication works and doesn't work
- Recognize the filters to communication
- Identify the barriers to communication and work towards overcoming them

Body Language – Non-Verbal Communication

- Recognize the importance of non-verbal communication
- Work towards creating a positive impression
- Develop positive energy by interacting and using the right gestures, actions, and styles of body language

Enhance the Customer Service Experience

- Understand your customer
- Know that there are different kinds of customers
- Customize your interaction with each kind of customer
- Identify the questioning model and work towards asking the right questions
- Recognize the different customer behaviors

Know your Personality Style

- Understand that each one has different personalities and behaviors
- Understand your own personality style
- Identify the personality styles of people around you and see how you can adapt
- Work towards the interaction in a logical and pragmatic way
- Recognize the different personalities and find out how to mold your behavior to get the best out of the interaction

Recognize the different kinds of complaints and resolve them

- Recognize the different complaints from a customer
- Implement a structure to work on those conflicts and complaints
- Use the learnings to resolve the complaints
- Reduce the complaints and category of complaints

Excel at Customer Service

- Exceed the brand value of your organization by building your credibility, and keep customer’s trust
- Forming a connect with the customer to go the extra mile
- Use the 30-sec rule of Customer Service

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Registration Form

Basic Customer Service

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

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Signature: ..... Date: .....

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Open the course page