

Providing Legendary Customer Service

GoSkills online course syllabus

Skill level

Beginner

Lessons

19

Pre-requisites

No prior experience needed

Video duration

56m

Estimated study time

56m 22s

Instructor

Brett Frazer

Introduction

1

Unlock superior customer service

Delivering outstanding customer service to strengthen brand loyalty doesn't just happen by accident — it has to be planned and trained to seamless execution.

Serving Your Customers

2

Intro to customer service

Customer service helps you attract and maintain customers. After watching this video you'll be able to describe what customer service is.

3

Demystify customer expectations

Knowing what will make your customers happy is vital to providing exceptional customer service.

4

Identify customer support channels

The days of customer service just by phone and email are behind you.

5

Measure customer service quality

Knowing your customers' expectations is only half of the recipe - you also need to have an effective method to measure your customer service quality.

6

Define customer personas

No customers are exactly the same, but many customers have similar attributes.

7

Analyze customer service engagements

Customer service is more than just assisting customers with an answer.

Serving Your Employees

8

Define servant leadership

Understanding servant leadership is critical to providing legendary customer service.

9

Evaluate your recruiting strategy

Agent retention and happy customers start with recruitment.

10

Support your agents

Supporting your agents provides the foundation for agent success.

11

Coach for success

When serving your employees, it's important to implement a coaching for success mentality which will lead to continuous improvement at the micro level.

Serving Your Organization

12

Manage your reputation

Your brand's reputation is on the line.

13

Retain your customers

There are real costs to losing customers.

14

Shift your mindset

Moving customer service beyond the perception of a cost to your organization is key to making a change.

15

Align to organizational outcomes

Successful customer service organizations align their outcomes to organizational outcomes.

16

Map the customer journey

Customer Service exists throughout the entire customer journey.

17

Reframing customer contact data

There is no such thing as "Customer Service Data".

18

Drive continuous improvement

In order to sustain your customer service success, it's critical to implement a product/ service continuous improvement mindset in your organization.

Conclusion

19

Provide legendary customer service

Thank you for watching this course!

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