

# Customer Service

## OLC Course Recommendations

### Competency Definition

Balancing interests of a variety of clients; readily readjusts priorities to respond to pressing and changing client demands. Anticipates and meets the needs of clients; achieves quality end-products; is committed to continuous improvement of services.

### OLC Component Titles

#### Bridge the Expectations Gap

##### COURSE TSA-CS-BRIDGEEXP GAP-0001

**Description:** You have to be prepared to walk a mile in their shoes to understand more fully what customers experience when they deal with your company. There's nothing more effective in emphasizing the gap between what you believe their experiences to be and their realities than thinking and acting like a customer. This course takes you through several processes for doing exactly that, and you'll be shown how to find out if dealing with your company is a delight or a disappointment.

**Duration=4.5**

#### Building the Service Foundation: Corporate Culture

##### COURSE TSA-CS-CORPCULT-0001

**Description:** As the saying goes, "You can't create the cathedral before you build the foundation." That's why the first course in this Customer Service series focuses on building the foundation of good service. The buzz term is "Corporate Culture." It's not some rare disease, but your workplace "culture" can be positively or negatively infectious as it relates to customer service. In this course, you'll get the basics about corporate culture, and how it impacts service. You'll be able to identify on-the-job issues that are barriers to service excellence. Simple, but effective, exercises will enable you to differentiate between a healthy corporate culture, and an unhealthy one. At the completion of this course, you'll be able to develop a step-by-step action plan that sets the tone for an organization that prides itself on quality service. Finally, you'll gain the know-how to be a dynamic force within your own division, team, or group culture. By learning to strengthen the internal environment, you'll increase commitment to service, boosting performance, productivity, and ultimately, success. **Duration=3.5**

#### Customers, Conflict and Confrontation

##### COURSE TSA-CS-CUSTCONFLICT-0001

**Description:** Is there anything that can torpedo your work day more than an arrogant, obnoxious, rude customer? YES! Not knowing how to handle one! It's challenging to stay service-minded when the person you are dealing with is being "difficult." This course will give you the perspective to effectively cope with customer conflict, and sound methods to deal with all types of potentially confrontational situations. You'll be able to identify elements of emotional response that interfere with good customer service. Staying cool, calm, and customer-connected is a critical learning objective for this course. Develop communication skills that defuse customer complaints. Learn and differentiate the best methods to handle difficult customers in person and over the phone. By the end of this highly interactive course, you'll have the strategies necessary to restore customer confidence and move beyond the thorny issue to an even stronger relationship. **Duration=5.5**

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### Identifying Your Customers' Expectations

#### COURSE TSA-CS-CUSTEXPECT-0001

**Description:** Customers have expectations of all the companies with which they transact business. These expectations may be predominantly unspoken but, all the same, they have a strong influence on how your company, its employees, products, and services are perceived. In the first lesson of this course, you'll be shown what characteristics customers want to see demonstrated, what external influences generate customers' expectations, and how your company's ability to fulfill expectations at various levels impacts on customer satisfaction. **Duration=4.5**

### Instilling Service Excellence: the EXCEL Acronym

#### COURSE TSA-CS-INSTILLSERV-0001

**Description:** In advancing to new levels of customer service commitment, it's helpful to have an easy way to remember additional concepts that can make you a service superstar. Since the goal is customer service excellence, this course uses the word E-X-C-E-L as an acronym for five important behaviors that impact the service mindset. It might surprise you, but seeking help and knowing where to find it can improve your service abilities. That's why E, for "Enlist Help", is the first concept in the EXCEL acronym. X is for X-Ray questions, developing the skills to "read" your customers by asking the right questions in the right way. It's a great relief to be able to say, "Case Closed" when there's a problem area with a customer. But it takes planning and proactive thinking to stay ahead of trouble-spots, and in the "C" topic, this course gives you the steps to close off problematic customer issues by anticipating them. The next letter is "E" for EMPOWER YOURSELF, one of the most crucial concepts to being a great service provider. This lesson establishes the steps to taking ownership of your own personal service philosophy. That brings us to the last letter, "L", which issues a challenge. In "Learn to be Flexible", you must come up with a plan to increase your flexibility one day at a time. These guidelines will instill a customer service mentality, and instill a spirit of commitment to service far beyond the workplace norm. **Duration=7.5**

### Leading a Customer-focused Team

#### COURSE TSA-LEAD-CUSTFOCUS-0001

**Description:** The quality of your customer service is in the hands of the people who deliver it. As their leader it's your responsibility to give them the direction, resources, and support they need to succeed. This course shows you how to work with them to create a customer-focused environment that fulfills customers' expectations while still achieving corporate goals. The first lesson explains how to work together to set the parameters for what has to be accomplished by creating a Statement of Purpose and effective team goals. Once these have been established, your role as leader becomes that of enabler and the rest of the course is devoted to demonstrating how you can manage and support the team's performance. **Duration=4.0**

### Overcoming Challenging Service Situations

#### COURSE TSA-CS-CHALLSERVSIT-0001

**Description:** Your customers face is more contorted than anything you've ever seen on the X-files...eyes bulging, fists clenched, and a scowl that makes Scrooge look like a nice guy. It's tempting to cut and run, but coping with even the most challenging situations is part of customer service. This course is designed to give you the means to hang in there when the going gets especially tough. Recognition of the warning signals is an important first step. Then you'll practice strategies that de-escalate confrontational clients. Admitting mistakes is an easy concept, but for most people, it's not so easy to do. This training adds just enough sugar to make the medicine go down, helps us let go of our egos or our fear of being wrong, and accept responsibility for errors. Though it's not appropriate to tell a customer to "chill out", there are some easy to use tactics to cool down the angry client. You'll explore the steps to guiding customers toward a solution to a problem or issue. Finally, tackle the exercise that

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tests your tolerance, and take a preemptive strike at conflict by learning to plan for challenging situations before they ever occur. **Duration=6.0**

### **Service Stars and Service Teams**

#### **COURSE TSA-CS-SERVSTARS-0001**

**Description:** The Olympic athlete, the Nobel Prize winner, and the Oscar-nominated actor all have something in common. They are all stars in their areas of expertise. This course will move you to the level of stardom in the area of customer service. In profiling the highest achievers, you will grasp the meaning of leadership, the importance of long-term focus, and the secrets to making your customers more memorable. In this course you will also explore the importance of being a little "self-serving." You are much better caretakers if you practice taking care of yourself. After looking at individual excellence, you will look inside the workings of a championship team, a group that has the know-how to deliver knock-your-socks-off service. But beware of team issues that can destroy your levels of service. You will examine the pitfalls of attitudes that can put cracks in the smoothest service armor. This is the course that will help you to be the best service provider you can be. **Duration=5.5**

### **Working with Internal Customers**

#### **COURSE TSA-CS-INTERNALCUST-0001**

**Description:** Excellent customer service lies at the heart of any successful business. However, you should not overlook the importance of meeting the needs and expectations of your fellow employees, your internal customers. By helping other people within your organization, you enable it to succeed. Great internal customer service improves people's morale, productivity, and external customer service, and ultimately makes your organization more financially secure. Giving great service to your internal customers means that people you work with can see, hear, and feel that they are valued. When employees value one another, the result is increased performance, which contributes to the success of the entire organization, and creates a positive and productive working environment. **Duration=4.0**