



## Customer Service Specialist

- I. Developing the Optimum Customer Service Attitude
  - a. Redefining the concept of customer service
  - b. The human/business model
  - c. Redefining who the customer is
    - i. Internal and external customers
  - d. Function vs. essence
  - e. The customer-focused organization
- II. Delivering Exceptional Customer Service
  - a. Answering the telephone
  - b. Specific techniques
  - c. Professional qualities in customer service
  - d. Ten do's and don'ts in customer service
  - e. Helpful reminders for polite and friendly responses
  - f. Customer service case study
  - g. Communicating with the unsatisfied customer
    - i. Solving customer problems
    - ii. It pays to please
  - h. Ways to relieve stress