

Module #4: Customer Service/Relationship Building Module Overview

January 10th – February 2nd, 2017

Tuesdays and Thursdays 10:00-11:30

Drop in: Wednesdays 10:00-11:30

Introduction:

Success within customer service depends on the ability to establish and maintain effective working relationships. This involves clearly defining what customer service means, who our customers are, and developing strategies to address their needs.

Module Description:

This module will focus on quality and service in the business environment, including the critical importance of building strong relationships. You will be exposed to a number of fundamental customer service principles, reinforcing the philosophy that service to all customers, both internal and external, must be considered. Total Quality Management will be addressed to establish that quality and service is a cross-organization responsibility. ISO designation will be reviewed providing a basic knowledge of the customer driven steps to certification and the potential benefits that can be realized.

Module Objectives:

To provide students with new strategies for improving their relationship building skills. At the end of the module students will have:

- Spent time identifying various relationship building factors that lead to providing exceptional customer service
- Reviewed underlying fundamentals of customer service
- Been given an opportunity to discuss problem solving side
- Considered their personal development challenges within customer service and worked to resolve them
- Discussed the benefits of Total Quality Management and associated philosophies