



**Customer Service for  
New Managers**

Training Modules



## Customer Service Training for New Managers

- Would your staff benefit from increased business acumen and business knowledge?
- Can you help your organization's leadership identify, solve and manage problems in the workplace?
- Are there business principles that might improve your organization's success?

Customer Service for New Managers provides participants with a solid overview of best-practices in customer-relations, enabling them to recognize and apply such practices. Participants are introduced to interpersonal relationship and communication skills, such as how to listen, resolve conflict, and convert dissatisfied customer interactions into sales and loyalty.

The target audience for this training includes individuals that are in lower-level management or are new to management. Typical work experience ranges from 0 - 10 years.

### Seven unique module offerings

*Each self-paced module is designed to be completed as a standalone learning experience, with the following additional features:*

- ✓ Mix and match—choose from 1-7 modules that address your organization's management challenges, goals, and priorities.
- ✓ Learning format—self-paced, instructor supported online coursework.
- ✓ Flexible course schedules—completion timelines are variable and determined by your situation and convenience.
- ✓ Your organization's specific business case studies and exercises may be included as supplements.

The following seven module offerings may be completed by participants in variable amounts of time (estimated as being up to 19 hours each), according to prior education and experience.

Important information about the educational debt, earnings, and completion rates of students who attended DeVry or Keller can be found at [devry.edu/degree-programs/ge.html](http://devry.edu/degree-programs/ge.html) or [keller.edu/graduate-degree-programs/ge.html](http://keller.edu/graduate-degree-programs/ge.html).

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## Module 1 Title: Customer Attitudes

### Description

Participants enrolled in this module will identify and analyze events that could influence customer satisfaction.

### Topic Readings

- Know Why Service Matters

### Objectives

Identify and analyze events that could influence customer satisfaction by:

- Identifying the ways a company can build healthy relationships with customers
- Explaining the concept of a partnership between companies and their customers
- Evaluating the impact of good customer service for both the customer and the business

## Module 2 Title: Customer Loyalty

### Description

Participants enrolled in this module will examine how to project authenticity, communicate with empathy, and be at one's best within an evolving company culture.

### Topic Readings

- Use Behaviors that Engage Your Customers
- Listen to Your Customer (a Big "Little Thing")

### Objectives

Examine how to project authenticity, communicate with empathy, and be at one's best within an evolving company culture by:

- Evaluating customer dissatisfaction and determine how to resolve problem situations
- Explaining the impact of active listening on engaging customers and situational outcomes
- Explaining the role of organizational culture in customer expectations and loyalty

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- Differentiating between service philosophies, and explaining the reasons why companies choose these differing philosophies
- Assessing the outcome of customer engagement on your personal, career, and business success

## Module 3 Title: Communicating Service

### Description

Participants enrolled in this module will examine how telephone, written, electronic media, and face-to-face customer communication influences customer (dis)satisfaction.

### Topic Readings

- Use the Telephone Correctly for Good Service
- Use Friendly Websites and Electronic Communication

### Objectives

Examine how telephone, written, electronic media, and face-to-face customer communication influences customer (dis)satisfaction by:

- Determining the most effective communications strategy for a given situation
- Explaining the strengths and limitations of phone, e-mail, and websites for customer communication
- Explaining how basic management functions play a role in creating and sustaining a customer service strategy
- Providing examples of personalization of products and services for customers
- Assessing the ethical and business issues involved in the use of database marketing and contact management systems

## Module 4 Title: Customer Satisfaction and Dissatisfaction

### Description

Participants enrolled in this module will identify how to communicate customer expectations that influence likes and dislikes.

### Topic Readings

- Recognize and Deal with Customer Turnoffs
- Insight Into Emerging Trends in Customer Service

### Objectives

Identify how to communicate customer expectations that influence likes and dislikes by:

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- Assessing the difference between sympathy and empathy in effective customer relations
- Describing the impact of a series of "little things," and how they can have a dramatic effect on an organization's or an individual's success
- Explaining how companies can reduce customer turnoffs by actively listening to customer concerns and by gathering feedback to better understand what customers want or need
- Determining appropriate strategies to meet changing trends in customer expectations
- Choosing appropriate technologies to address customer expectations

## Module 5 Title: Customer Feedback

### Description

Participants enrolled in this module will examine active listening skills, self-reflection, paraphrasing, and feedback techniques to understand customer expectations and manage an upset customer, or conflict in general.

### Topic Readings

- Get Customer Feedback
- Recover the Potentially Lost Customer

### Objectives

Examine active listening skills, self-reflection, paraphrasing, and feedback techniques to understand customer expectations and manage an upset customer, or conflict in general by:

- Enhancing service perceptions by generating customer expectations
- Showing how the appropriate tone impacts first impressions and customer satisfaction
- Explaining how to listen when faced with disgruntled customers
- Identifying behaviors that can reinforce rather than challenge customer feedback
- Identifying examples of interpersonal conflict and the tools or processes you would use to resolve the situation

## Module 6 Title: Customer Expectations

### Description

Participants enrolled in this module will analyze how personality, behavior, and timeliness of effective communications affect customer expectations and relations.

### Topic Readings

- Exceed Expectations With Value
- Exceeding Customers' Expectations With Information

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- Exceed Customer Expectation with Convenience and Timing

### Objectives

Analyze how personality, behavior, and timeliness of effective communications affect customer expectations and relations by:

- Describing the differences between perceived, intrinsic, and associated value
- Describing methods for enhancing the perception of values, including through the use of information
- Explaining the role of personality and behavior in customer relations
- Describing information delivery access barriers, informational hand-holding, media selection, message clarity, information accessibility, and user groups

## Module 7 Title: Managing Customer Service

### Description

Participants enrolled in this module will identify and analyze customer service and support events that could influence customer satisfaction.

### Topic Readings

- Influencing Others to Give Great Service

### Objectives

Identify and analyze customer service and support events that could influence customer satisfaction by:

- Explaining how employee attitudes influence customer service
- Explaining methods to reduce employee stress in customer relations
- Explaining how to manage personal time and employee time to enhance customer relations
- Deploying employee screening and training from a conflict management perspective
- Identifying and employ effective conflict management strategies and skills

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