

# *Free Online Training Course*



## **CUSTOMER SERVICE: THE BASICS**

### *Study Guide*

Developed by:



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1-519-284-8080



# Customer Service – The Basics Study Guide

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# Customer Service – The Basics Study Guide

## Welcome

In today's highly competitive global market, no one can afford to lose customers. The service you provide is the only differentiating factor you have which will contribute to greater customer retention loyalty and long term profitability.

In your travels as a customer you've no doubt experienced good and bad customer service. Those good experiences include service providers who solve your problem quickly and to your satisfaction. Or when someone takes the time to patiently explain your options or how to use a product. It's when a service provider recommends an alternative that saves you money. But before anyone can become an expert at customer service they have to understand and practice the fundamentals.

Whether you are new to your service role, looking for a job as a service provider or need a good refresher in the basics of exceptional service, this course will be helpful.

In this 3 part online customer service course we will be exploring the basics of excellent customer service.



Ray Miller  
Managing Partner - The Training Bank  
Author – That's Customer Focus!

We hope you find this program, educational, interesting, helpful and fun.

Sincerely:

Ray Miller  
Author and Trainer

# Customer Service – The Basics Study Guide

## About this Study Guide and Personal Action Plan

This Study Guide and Personal Action Plan has been developed to help you get the most out of this online training program.

There are three training modules in the online program. Within each module you will have an opportunity to complete short quizzes. In addition to these quizzes we have included a number of learning exercises. The exercises are designed to help you work with the concepts presented in the course modules and by using the Personal Action Planning tools, develop your own plan for how you will apply what you learn in this program to your job.

Once you have completed your plan, please arrange to meet with your supervisor to review your plan in detail. This meeting is your opportunity to discuss specific customer service issues with your supervisor, to clarify any questions you may have regarding any of the topics or best practices covered in this course and/or how these topics and best practices relate your particular area of responsibility.

Please be sure to print a copy of this document and have it with you as you complete the modules of this course.

## How to use this program

Here are some tips on how to maximize your learning experience.

### 1. Allow plenty of uninterrupted time to complete each module.

To help you plan your time, here are the average times needed to complete each Module. The time it takes to complete a module will vary from person to person. Accordingly we have provided a typical range of time to help you plan your studies.

Module	Average time to complete
Introduction	5 minutes
Module 1: Service Attitude/Mind-set	22 - 32 minutes
Module 2: Customer Expectations vs. Needs	17 - 25 minutes
Module 3: The Mechanics	15 - 25 minutes

### 2. Work in an area away from distractions, noise or telephones.

### 3. Tell your supervisor when you will be working on a module so that coverage of your work can be arranged and/or work on the modules during less busy periods.

### 4. Follow all the online instructions and click on all the links provided.

### 5. Complete all the Pop Quizzes.

### 6. Be sure to complete each part of your Personal Action Plan when instructed to do so during the program.

### 7. Write down any ideas or questions that occur to you as you work through the topics so that you can review these later with your supervisor.

### 8. Be sure make a note of anything you wish to refer to later, especially the scripts in Part 3.

# Customer Service – The Basics Study Guide

## Learning Activities

This Study Guide contains learning activities. These are in addition to the quizzes you will be completing online. These activities are designed to help you apply your understanding of the information presented in the online training program.

If you have not already done so, please print out a copy of this document and have it with you as you work through the various modules of this program. Complete the activities as instructed.

These activities include:

Exercise 1: Service Attitude

Exercise 2: What are Your Customers Worth?

Exercise 3: Customer Expectations

Exercise 4: Succeeding at the Mechanics

## About the Personal Action Plan

This Personal Action Plan will help you to apply what you have learned as you complete this online course.

As you work through the course modules identify things you will start, stop and continue doing based on what you learned during the module. At the back of this guide you will also find a simple organizer on which you can consolidate your plan as well as determine how you will implement your plan.

Once you have completed your plan, arrange a time to meet with your supervisor to review your plan. During this meeting, take the opportunity to clarify any questions or issues you may have identified during the course and to discuss any additional help and/or support you will need in order to successfully implement your plan.

Be sure to complete your plan when directed to do so in each module of the course. Do not wait until you have finished all three modules as you could easily miss something important.

## Ordering Your Certificate of Completion

Once you have successfully completed this program you can request a certificate of completion. To be eligible, you will need to provide us with your actual test scores (not percentage) for each of the three modules. We have provided an area where you can record your results in this study guide. In addition we will need some commentary (a couple sentences or bullet points) about what you learned as a result of taking this course. Send this information to [support@thetrainingbank.com](mailto:support@thetrainingbank.com). We will review and provide you with a pdf certificate by return email.

# Customer Service – The Basics Study Guide

## Notes For Module 1: *Service Attitude / Mind-set*

Two undeniable truths...

The first undeniable truth is that your attitudes and beliefs influence your behaviours. In other words What you believe and how you feel about something or someone will impact what you say and do.

The second undeniable truth is regardless of the customer service research study you examine, the main reason customers switch their loyalty from one organization to another is because of a perceived attitude of indifference on the part of a service provider.

The vast majority of customers who go elsewhere do so because they believe the service provider did not care about their situation or value their business.

What you believe and how you think about your customers will determine how you serve them and this will have a significant impact on whether they become loyal or go elsewhere.

The very essence of exceptional customer service is the attitude or mind-set of the service provider and this is what we will cover in this section of the course.

It can take months to find a new customer and a few minutes, sometimes seconds to lose one.

The scary truth is that 96% of customers don't complain about poor service because they don't think it will make any difference. Most just simply go elsewhere.

The cost of poor service is substantial. Putting band-aids on service problems never works.

If someone in a service job does not maintain a positive service mind-set, even when they are having a bad day, they should not be in a job where they interact with customers or do anything which will have a negative impact on a customer's opinion of the service provided.

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# Customer Service – The Basics Study Guide

## Exercise 1: *Service Attitude*

Document two experiences – an especially good service experience and one that was very bad. But for this exercise do not think in terms of your job – but in terms of yourself as a customer.

1. Describe an experience as a consumer / customer where an employee/company really impressed you with the quality of their service. Also, identify specifically what the employee(s) of that company did that really impressed you.

Situation

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Specific Actions / behaviours that impressed me

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2. Describe an experience as a consumer / customer where an employee/company really provided terrible service. Also, identify specifically what the employee(s) of that company did that really offended or bothered you.

Situation

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Specific Actions / behaviours that impressed me

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# Customer Service – The Basics Study Guide

## Exercise 1: *Service Attitude continued*

3. What did you learn: Based on these two experiences what are some common themes when it comes to providing excellent service and avoiding bad service? How could these ideas be applied in your department / company?

Behaviors, actions and attitudes for providing excellent service:

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Behaviors, actions and attitudes to avoid if you want to provide excellent service:

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Suggestions for applying these ideas in my department or company

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# Customer Service – The Basics Study Guide

## Notes For Module 1: *Developing your own customer service attitude.*

We have said that your attitude and beliefs significantly influence what you say and do. We can't tell you what to believe. Only you can choose what to believe. Only you have control over your attitude.

What we can tell you is how successful service professionals view their customers. Why they choose to think the way they do and we can provide you with some techniques they use to help them maintain a customer-focused attitude.

If your goal is to become a service professional, you will need to choose to adopt this mind-set as well. You can learn lots of techniques and we offer several in this course but if you don't adopt this mind-set you will never achieve the level of customer focus required to be considered an exceptional service provider.

Here is how successful service practitioners view their customers and why.

*People who deliver exceptional service understand the critical importance service plays in organizational success. They intrinsically know that no one is more important than the customer. They recognize that simply satisfying the customer is not enough and go out of their way to exceed their customers' expectations.*

### **The critical importance service plays in organizational success**

They know that companies who are known for exceptional service are more profitable. They are profitable because they have more loyal customers who buy more over time. They also know that these customers are willing to pay more for the added value of the service provided. They know that the cost of poor service ranges from 20 to 25 % of operating costs and this is significantly reduced in those organizations with excellent service reputations. The bottom line is that they know that consistently delivering exceptional service is good for the bottom line.

### **No one is more important than the customer.**

They understand the equation      No customers = no money = no job!

They understand the financial value each customer contributes to their employer's bottom line and they view their customers in terms of dollars gained or lost. They know what their customers are worth. Not because they are focused on the dollars but rather they clearly understand the financial consequences of their actions. They know that it is more profitable to keep customers through excellent service than to have to replace customers that are lost due to poor service.

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## Customer Service – The Basics Study Guide

### Exercise 2: *What are Your Customers Worth?*

How much is one customer worth? Take any customer segment of your business... an end user, a distributor, a private contractor. What is the annual revenue of an average customer in a particular segment? If you are not sure, check with your supervisor or make an educated guess.

- A. Average annual revenue \$ \_\_\_\_\_
- B. Revenue if they remained your customer for 5 years \$ \_\_\_\_\_
- C. Revenue if they remained your customer for 10 years \$ \_\_\_\_\_

If you lost this typical customer's business next year... what is your guess as to what percentage of that revenue loss would be profit? (*10%, 20%, 30% or more?*)

D. \_\_\_\_\_ %

Imagine if you lost only one customer every day for just one year.

That's 365 customers... each representing the figure above. What are the results? (*Let's assume you do business 365 days a year for this exercise*)

365 customers X item A. = \_\_\_\_\_ revenue loss for the year

365 customers X item B. = \_\_\_\_\_ revenue loss over 5 years

365 customers X item C. = \_\_\_\_\_ revenue loss over 10 years

Multiply each of these amounts by the percentage in D above.

How much could a frown cost your Organization? \_\_\_\_\_

# Customer Service – The Basics Study Guide

## **Notes For Module 1:** *Developing your own customer service attitude.*

Successful service providers know that their role is to look for opportunities to add value whenever they are serving their customers. They look for opportunities to exceed their customers expectations.

They will tell you that it is their responsibility to ensure that every customer they serve leaves with a positive perception of them and their organization. They treat their customers in exactly the same way that they wish to be treated when they are customers.

They empathize with their customers and put themselves in their customer's shoes. By doing this they know how they would want to be treated if they were encountering the same situation as their customer and use this understanding when serving their customers.

**They are very aware that their internal dialogue about customers has a profound impact on their actions.**

Successful service people focus their internal dialogue on the positive. It is important that you can answer these two questions

When it comes to customers what is your internal dialogue?

What are the things you could say about your customers that could focus your attitude in a positive direction?

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**They think in terms of customer impact.**

They think beyond the immediate task to what impact it will have on their customer.

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# Customer Service – The Basics Study Guide

## Quiz Results For Module 1

Please record your Pop Quiz results in the space provided below.

Your Score	
Max. Score	
Questions Correct	
Number of Questions	
Accuracy	

# Customer Service – The Basics Study Guide

## Personal Action Plan – Part 1: *Service Attitude / Mind-set*

Your attitudes and beliefs will govern what you say and do when serving your customers. We have touched on the role service plays and the financial consequences of poor service. We have shared with you what successful service providers believe and how they keep their internal dialogue focused on adding value with every customer interaction. You have had an opportunity to examine your internal dialogue and how to think in terms of customer impact.

As we have said, you have total control over your attitudes and beliefs. Hopefully we have painted a picture of the mind-set you need to adopt in order to deliver exceptional service consistently.

### **Ask Yourself:**

What can I do to build and maintain a customer-focused mind-set?

#### THINGS I WILL START DOING

#### THINGS I WILL STOP DOING

#### THINGS I WILL CONTINUE DOING

# Customer Service – The Basics Study Guide

## Notes For Module 2: *Customer Expectations vs Customer Needs*

### Service is all about expectations.

You buy a product; you expect it to work the first time. You go to a discount supplier, you expect the quality to be less than the high end dealer, but you still expect what you buy to work, first time every time. When it comes to products, expectations are pretty clear. People expect a good quality product based on the price they are willing to pay for it. When it comes to service, expectations can get a little fuzzy. When a customer begins a relationship with you he or she already has a specific set of expectations. These expectations are based on their perceptions of you, your company and your industry. They are formed through personal past experience, and the experience of others with whom the customer interacts.

Consider the last time you went into a self-service gas station. What did you expect? Other than the pump to be working, not much else right? After all - you are doing all the work.

You have the opportunity to Satisfy, Dissatisfy or Impress—and two of these are bad. Delivering below expectations is obviously bad, but in the context of creating loyalty, so is simply satisfying customers, because they are getting nothing more or less than they expect.

If it exceeds your expectations, you're impressed, and

If the service you receive meets your expectations you are satisfied.

If it is below your expectations...  
...well, you know.



### Creating customer value and loyalty comes from consistently exceeding expectations.

When it comes to customer needs there are two fundamental types of needs. Rational (also referred to as Tangible Needs and Emotional Needs,

The tangible needs are pretty easy to spot. I need food, I need transportation, I need shelter, I need safety. Fulfilling these needs is often simply finding a solution to a problem. The second fundamental type of need is much more complex. Emotional needs are about the product, service, service provider or organization makes the customer feel. Do I feel safe? Do I feel good? Do I feel valued? Do I feel respected?

This is where most people run into problems when serving their customers. They fail to recognize how important it is to address both the tangible and emotional need.

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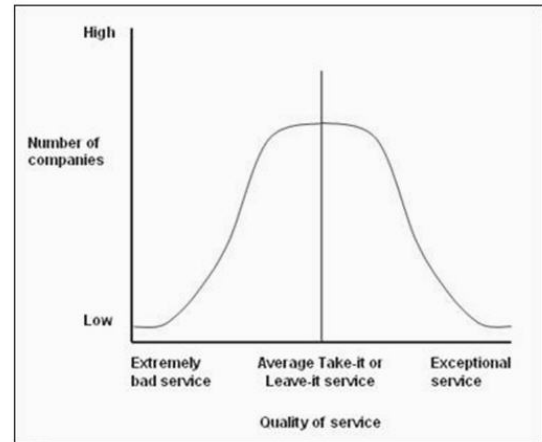
# Customer Service – The Basics Study Guide

## Notes For Module 2: *Customer Expectations vs Customer Needs*

Prof. Benjamin Schneider and Prof. David E. Bowen published an article called "Understanding Customer Delight and Outrage".

That may sound a bit melodramatic but this concept is critically important to providing basic customer service. Consider this hypothetical bell curve measuring the quality of service delivery in general:

Basically, most service falls into the median of the curve - the take it or leave it level of service. If you provide this level of service the customer will be satisfied.



You at least met their expectations. Schneider and Bowen actually break the bell curve distribution into four levels along a continuum:

<b>Extremely bad customer service</b>		<b>Take it or leave it service</b>		<b>World class service</b>	
<b>Outraged</b>		<b>Dissatisfied</b>		<b>Satisfied</b>	
<b>Defection</b>		<b>Ambivalence</b>		<b>Loyalty</b>	

Arrows indicate a flow from Defection to Ambivalence and from Ambivalence to Loyalty.

Customer loyalty is the degree to which customers will patronize your business and your business alone because you've developed or created an emotional bond with them. You've gone beyond their expectations and addressed something more innate - their emotional needs as a consumer. Customers have come to expect fast, friendly service. They expect to get an answer to their questions. They expect you'll answer their call promptly and return their messages. Do those things well and you'll be in the game.

But will you win their loyalty? Not necessarily. If you fail, have you lost them forever? Again, not necessarily.

Research shows customers are willing to accept some failure in terms of these expectations. Fail continuously and that's a different story. This is the "ambivalence" part of the model. Next time they need your product or service they may, if it's convenient, patronize your business. But they won't seek out your business purposefully. To do that, they must be delighted with your service. They must be so impressed with your service that they become a dedicated follower.

Schneider and Bowen refer to these customers as "apostles". They will sing the praises of your business to friends, family and coworkers.

At the other end of the spectrum it's possible to so utterly offend the basic needs of your customers that they willfully take every opportunity to sabotage your business. They become a saboteur according to Benjamin and Bowen. They'll tell every person who'll listen about the time your business, yada yada yada. Each time, they're likely to embellish the story.

# Customer Service – The Basics Study Guide

## Notes For Module 2: *Customer Expectations vs Customer Needs*

So what creates such an extreme emotional reaction to service in some customers? According to Schneider and Bowen these reactions occur when you surpass the needs of a customer (delight) or you offend those needs. Not just fail to meet them - you (in the mind of the customer) intentionally deprived them of those needs.

What are these powerful dynamics?

- 1. Deprived of equity / justice**
- 2. Lack of respect**

### **1. Deprived of equity / justice**

Customers want to be treated fairly. They want to know that the service and product they receive is as good as that received by any other customer. Consider a study done by a consumer advocate group. They asked samples of airline passengers from numerous airports what they'd paid for their ticket. They found less than 10% of passengers paid the same price for their ticket even though they flew from the same city. The results incited outrage among travelers who saw no justification for paying more, when they had received the same seating and service.

Equity and justice is even more at issue when companies resolve customer problems. At times service or product experience is so bad customers will seek compensation for their time, effort and inconvenience.

Equity and justice means making customers feel they're getting a comparable service and product at a fair price. It also means problems are resolved to their satisfaction and that companies consider the cost of the customer's time and inconvenience when making amends.

### **2. Lack of respect**

Nothing is more basic and elementary to effective service than the need for customers to feel respected. In fact, studies show merely respecting customers does not distinguish your business or service. That's because customers expect it. It's when they perceive a lack of respect that things get volatile.

Respect means treating customers the same - regardless of gender, race or age. It means listening to the customer's problem and responding in an empathic tone. It means your non-verbal behaviour demonstrates concern and attentiveness.

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# Customer Service – The Basics Study Guide

## Exercise 3: *Customer Expectations*

This next exercise is fun. Rather than ask you what's the best way you can satisfy customers we want you to imagine that you are asked to intentionally aggravate, annoy, offend and otherwise steam a customer!

Sometimes looking at a situation in the extreme or in a reverse of the logical opens up your mind to more creative ideas.

**Scenario:** Your boss seems to be acting a bit flaky lately. Now he's pulled you aside and has asked you to do something bizarre. He wants you to find a way to provide the worst service imaginable. In fact, if you provide service bad enough he's going to promote you! (If you don't work with external customers you can choose an internal department or group of employees that you support with your work).

1. Make a list of the things you would do to provide the worst service possible:

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2. Now review your list and write the opposite to each response – how would you provide the best service possible?

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# Customer Service – The Basics Study Guide

## Quiz Results For Module 2

Please record your Pop Quiz results in the space provided below.

Your Score	
Max. Score	
Questions Correct	
Number of Questions	
Accuracy	

# Customer Service – The Basics Study Guide

## Personal Action Plan – Part 2 *Customer Expectation and Needs*

When it comes to service, clearly understand what it is your customers want, expect and need and shape what you do to deliver a level of service which reflects these.

### **Ask Yourself:**

Do I know what my customers' expectations are?

What can I do to exceed my customers' expectations?

Do I focus on both the rational need and the emotional need? If not what can I do?



### **THINGS I WILL START DOING**



### **THINGS I WILL STOP DOING**



### **THINGS I WILL CONTINUE DOING**

# Customer Service – The Basics Study Guide

## Notes For Module 3: *Attributes and Actions*

### Attributes

When it comes to service what customers want and expect are often different. In fact extensive research into this topic has been conducted.

There are actually five specific dimensions of service. We have developed the following Acronym to reflect these dimensions. These five dimensions include:

Helpful  
Empathetic  
Able  
Responsive  
Trustworthy

We explore this in detail in our Maximizing the Customer Experience Online Certification program.

For now let's review four essential basics that everyone expects when they receive service from anyone.

- Personable Service
- Sense of Urgency
- Clear Communication
- Product and Service Knowledge

Consider using these as a template to assess the service you provide.

### Personable Service

- Always give customers your full attention
- If they've waited for service, apologize for the inconvenience
- Always treat customers with respect
- Make eye contact to demonstrate trust and confidence
- Offer your name and call the customer by his or hers
- Maintain a positive attitude
- Offer follow up and assistance after the interaction
- Thank the customer for his/her patronage

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# Customer Service – The Basics Study Guide

## Notes For Module 3: *The Mechanics*

**Greeting**

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**Listening**

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**Owning the customer's problem**

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**Return calls and keep commitments**

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# Customer Service – The Basics Study Guide

## Notes For Module 3: *The Mechanics*

### Telephone Greetings

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### Transferring Calls

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### Putting Customers on Hold

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# Customer Service – The Basics Study Guide

## Exercise #4: *Succeeding at The Mechanics*

page 1

In this exercise, for each Action item review each of the actions taken and then place a check mark in the columns to the right which best reflect what you currently do. Then complete Part 2 as instructed below.

### Part 1

#### Action Items

#### I do this now

You receive an inquiry by email

- a) Respond to the inquiry right away
- b) Either provide the information the customer requires in your response or, if you need time to gather the information, indicate in your response when you will be getting back to the customer
- c) Fulfill the customer request within 3 hours of receipt
- d) Confirm with the customer that your response meets his/her requirements
- e) Thank the customer for his/her request

You receive an urgent request by email

- a) Analyze the request and if possible respond immediately
- b) If you are unable to provide the information immediately, acknowledge the request by email and tell the customer exactly when you will provide the information
- c) Respond with the information requested when you said you would
- d) Confirm that the information meets the customer's requirements
- e) If not, clarify and provide additional details
- f) Confirm the additional information meets requirements
- g) Thank the customer for his/her request

You receive an inquiry by telephone

- a) Answer the telephone within 3 rings
- b) Identify yourself and your department
- c) Ensure that you understand exactly what information is being requested
- d) Provide the information
- e) If you are unable to provide the information immediately, tell the customer exactly when you will provide the information
- f) Call the customer back as promised
- g) Refer to your supervisor if the request is beyond your level of knowledge and explain to the caller what you are doing
- h) Transfer the call to your supervisor or provide a response as instructed by your supervisor
- i) Confirm that the information you supplied meets the customer's needs
- j) Thank the customer for his/her request

YES

NO

n/a

Continued on next page

# Customer Service – The Basics Study Guide

## Exercise #4: *Succeeding at the Mechanics continued* page 2

### Part 1

#### Action Items

#### I do this now

You receive a request by email for an exception or for something that falls outside of standard procedures

- a) Acknowledge receipt by email immediately advising when you will have an answer.
- b) Analyze requirements and if necessary contact the customer by telephone to clarify any questions you might have
- c) Refer the request to your supervisor for direction
- d) Based on the direction from your supervisor, contact the customer by telephone with the solution
- e) Confirm that the solution meets the customer's requirements
- f) Thank the customer
- g) Confirm the steps taken by email or telephone

You receive a request by telephone for an exception or for something that falls outside of standard procedures

- a) Thank customer for calling.
- b) Clarify customer's situation and requirements
- c) Analyze requirements resolve immediately if you have authority to do so.
- d) If matter needs to be referred to supervisor, explain to customer including time needed and ask customer when it would be convenient to call customer back.
- e) Refer the request to your supervisor for direction
- f) Based on the direction from your supervisor, contact the customer by telephone with the solution by or before the designated time.
- g) Confirm that the solution meets the customer's requirements
- h) Thank the customer
- i) Confirm the steps taken by email if appropriate.

Customer contacts you by telephone with an urgent need

- a) Thank customer for calling.
- b) Clarify customer's situation and requirements
- c) Analyze requirements resolve immediately if you have authority to do so.
- d) If matter needs to be referred to supervisor, explain to customer including time needed and ask customer when it would be convenient to call customer back.
- e) Refer the request to your supervisor for direction
- f) Based on the direction from your supervisor, contact the customer by telephone with the solution by or before the designated time.
- g) Confirm that the solution meets the customer's requirements
- h) Thank the customer
- i) Confirm the steps taken by email if appropriate.

YES

NO

n/a

Continued on next page



# Customer Service – The Basics Study Guide

## Quiz Results For Module 3

Please record your Pop Quiz results in the space provided below.

Your Score	
Max. Score	
Questions Correct	
Number of Questions	
Accuracy	



# Customer Service – The Basics Study Guide

## Personal Action Plan – Part 3: *Service Attributes and Actions*

The attributes and action items presented here are the basic nuts and bolts of good service. These are by no means everything but if you get good at these basics your customers will appreciate it.

### Ask Yourself:

What can I do to apply all of the fundamentals presented in this module?



THINGS I WILL START DOING



THINGS I WILL STOP DOING



THINGS I WILL CONTINUE DOING

# Customer Service – The Basics Study Guide

## Consolidated Quiz Results

Please carry forward your Quiz results and add together to get your final results. .

	Part 1	Part 2	Part 3	Total
Your Score				
Max. Score				
Questions Correct				
Number of Questions				
Accuracy				

# Customer Service – The Basics Study Guide

## Personal Action Plan Summary Worksheet

GOALS	ACTIVITIES	SCHEDULE	POTENTIAL OBSTACLES AND OBSTACLE REMOVAL STRATEGIES

# Customer Service – The Basics Study Guide

## Personal Action Plan Summary Worksheet

GOALS	ACTIVITIES	SCHEDULE	POTENTIAL OBSTACLES AND OBSTACLE REMOVAL STRATEGIES

# Customer Service – The Basics Study Guide

## Congratulations!

You have completed Customer Service – The Basics.

Be sure to take the time to review your Personal Action Plan with your supervisor.

We hope you have found the information covered in this basic course helpful.

The tips, ideas, and action items we covered are only the basics of customer service. There is so much more that you can learn if you want to become a service delivery expert.

In today's highly competitive global market, no one can afford to lose customers. The service you provide is the only differentiating factor you have which will contribute to greater customer retention and loyalty.

Applying what we have covered in this course, is a good first step. Like any other profession, service providers need to learn as much as they can about what they need to know and do in order to add value in their interactions with customers.

We encourage you to enhance your capabilities and learn what you need to learn in order to maximize your customers' service experience.

If you would like to learn more about:

- how you can maximize the quality of your customers' service experience,
- how build customer loyalty,
- how to build and strengthen strong and effective internal service partnerships,
- how to use service recovery to build customer loyalty
- how to listen to the voice of the customer
- how to trace the customers journey through your organization AND
- earn your certification as a Certified Customer Experience Professional,

...please check out our amazing [Maximizing the Customer Experience Online Certification program](#).

We thank you for taking the time to complete this program.

# Customer Service – The Basics Study Guide

## About The Training Bank

The Training Bank is a full service training and development firm, Headquartered in Ontario, Canada. The principals of the Company are also the authors of two highly regarded books, *That's Customer Focus!* and *The Customer Focus Companion*.

Operating since 1986, we develop training solutions based on clients' specific goals and objectives, which target specific performance outcomes and get results. We have the ability to provide training solutions in traditional classroom, web-based and blended formats.

While we have developed training in a broad range of subject matter, we have extensive expertise in the realm of customer-focused leadership, customer service and management and supervisory development. You can find out more about us by visiting our web site. We also have expertise in the design and deployment of online training and offer a wide range of highly effective programs.

In the past 28 years we have worked with a wide range of organizations, large and small as well as multi-national. We have worked in Canada, the United States, the Caribbean, Europe and the Pacific rim.

### Our Customer Value Proposition

When you partner with us you will derive these benefits:

- **Customer Focus:** we understand the essential building blocks of Customer Focus—we know how to measure it, train it, deploy it, and communicate it!
- **Reach:** access to complementary, additional specialist resources in our fully loaded network, if and when required (e.g. communications, customer satisfaction surveying, process management); we will ensure full integration.
- **Customer-Focused:** we “live it” when providing Customer Focus to our clients. We are seasoned in our business and our ability to provide outstanding customer service is one of the reasons we've been successful.
- **Approach:** we don't come into an initiative with all the answers, we learn and adapt based on what the data and the client tells us, and we use it to shape the right Customer Focus for you—and your customers.
- **Customizing:** our approach is anchored in proven methods and principles, yet shaped to your needs.
- **Embedding:** we do everything we can to ensure the work we do is geared toward building a sustainable culture of customer focus which has a significant positive impact on your long-term success.

The Training Bank

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