



CUSTOMER SERVICE PRINCIPLES



PRE-REQUISITES: N/A

APPROX. STUDY TIME: 30-40 hours

ENROLLMENT PERIOD: 1 year

TEST FORMAT: Multiple choice

PASSING GRADE: 70 %

COST: \$ 110.00

COURSE SUMMARY:

CSQA candidates are taught key customer service paradigms, as well as crucial skills and knowledge in delivering consistent quality customer service to clients.

INTRODUCTION We begin by discussing the importance of customer service and the pivotal role you play in representing your brand and your company. You will also learn how the tools taught in this course can be used as a competitive advantage in your career.

SERVICE In this chapter, we build on knowledge learned from the Foundations of Process Improvement course and learn how service can be applied in the service sector. We also define various channels services can be offered and issues that may arise when service failures occur, as well as how quality customer service can be incorporated as a framework as part of the business strategy.

THE CUSTOMER We define the stages of a customer life cycle and common customer archetypes to develop optimal strategies in building the relationship with your customers. We also discuss key guidelines on asking the right questions and listening actively when engaging with customers.

THE REPRESENTATIVE We discuss your role in representing your company, and the importance of having congruent customer service goals with your colleagues and your employer. We also discuss common service roles and skills as well as how you can progress your career by finding a role that's right for you.

PUTTING IT ALL TOGETHER In our final chapter, we take a bird's-eye view in our approach to excellent customer service and how having exceptional customer service skills can propel your career. Through the lens of quality customer service, you will learn to identify experience and skill gaps that makes you a better service representative as well as a compelling job candidate.