



PRE-REQUISITES: N/A

APPROX. STUDY TIME: 14-22 hours

TEST FORMAT: Multiple choice

PASSING GRADE: 70 %

SECTION 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.
- UNDERSTANDING THE SERVICE IN CUSTOMER SERVICE** In this chapter, we 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.
- DEFINING 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 is right for you.