



What Customer Really

Course objectives

Successful completion of this course will increase your knowledge and ability to:

- ✓ Explore the concepts and benefits of extraordinary customer service
- ✓ Set extraordinary customer service standards for your area
- ✓ Identify ways of building customer rapport
- ✓ Improve your listening skills
- ✓ Take control of every call
- ✓ Say “no” in a positive way
- ✓ Remain calm when the customer is upset
- ✓ Cool down a hot customer
- ✓ Implement strategies to avoid burnout