

Creating Five-Star Service: A Commitment for Success

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In an age where differentiation is the key to success, companies are challenged to constantly upgrade their standards. *Creating Five-Star Service* focuses on the importance of establishing and maintaining exceptional customer service.

Quality customer service provides tremendous opportunities for an organization. It is a key component of what differentiates companies from their competition. Everyone within a company must be a customer service expert. Whether your customers are internal or external, every interaction affects the overall success of the organization.

Creating Five-Star Service defines service trends of the past and focuses on service standards for the future. Customized case studies and role plays are used to identify and enhance the necessary skills a service provider must use to continually exceed customer expectations.

“Out of all the customer service classes I’ve taken, this one is the best. I also feel this will be the course that helps my department the most.”

*Sean Holland
Customer Service Department
Microsoft*

You Will Learn To:

- Identify and work with different types of customers
- Solicit and encourage customer feedback
- Respond to customer issues and concerns
- Exceed customer expectations on a consistent basis

You Will Benefit By:

- Keeping valuable customers satisfied
- Increasing effectiveness in dealing with challenging customers
- Establishing a reputation for service excellence
- Making customer service a key part of your company’s marketing effort
- Developing successful long-term customer relationships