



GARDNER TRAINING RESOURCES
Customer Service Excellence Certificate Program
Day 1-Module One

Introduction to Customer Service Fundamentals

Critical Learning Objectives

At the end of this module the participants will be able to:

- ✓ Understand Why Superior Service is important to You and Your Company
- ✓ Know Why Good Service Isn't Good Enough
- ✓ Understand Why Customers Are Important
- ✓ Understand How Customer Service Impacts Profits
- ✓ Demonstrate Professionalism
- ✓ View Service Through the Customer's Eyes
- ✓ Understand the Importance of Both Internal and External Customers



GARDNER TRAINING RESOURCES
Customer Service Excellence Certificate Program
Day 2 – Module Two

Identifying and Satisfying Customer Needs

Critical Learning Objectives

At the end of this module the participants will be able to:

- ✓ Identify Customer Needs
- ✓ Make Customers Feel Important
- ✓ Understand and Exceed Customer Expectations
- ✓ Respect Customer Confidentiality
- ✓ Understand the Importance of Working as a Team
- ✓ Express Sensitivity to Cross Generation Issues
- ✓ Recognize Moments of Truth



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Customer Service Certificate Excellence Program
Day 3 – Module Three

Recognizing and Resolving Customer Problems

Critical Learning Objectives

At the end of this module participants will be able to:

- ✓ Know Why Companies Lose Customers
- ✓ Calm Upset Customers
- ✓ Know Why Customers Don't complain
- ✓ Improve Listening and Communications Skills in a Multi-Cultural Age
- ✓ Improve Communication Skills with Customers
- ✓ Skillfully Deliver Bad News to Customers
- ✓ Know What to Do When the Customer is Wrong



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Day 4 – Module Four
Customer Relationship Management

Critical Learning Objectives

At the end of this module the participants will be able to:

- ✓ Understand Basic Selling Skills
- ✓ Demonstrate Excellent Customer Service on the Telephone
- ✓ Overcome Objections
- ✓ Understand How to Gracefully Control the Conversation
- ✓ Understand and Manage Conflict
- ✓ Manage Stress and Anger





GARDNER TRAINING RESOURCES
Customer Service Excellence Certificate Program
DAY 5 – Module 5
Employee Well Being in Business and Personal Life

Critical Learning Objectives:

At the end of this module the participants will be able to:

- ✓ Learn How to Maintain and Sustain a Positive Mental Attitude
- ✓ Understand and Evaluate Attitudes
- ✓ Apply Concepts of Positive Mental Attitude in Business and Personal Life
- ✓ Understand and Apply Positive Visualization
- ✓ Build Self-Confidence and Self-Esteem
- ✓ Develop a Personal Action Plan