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Customer Service in the Information Age: A Common Sense Approach to High-Tech Help (1st Edition)

Course Specifications

Course Number: CCT–042_rev4.0
Course Length: Self-study or Classroom Training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Customer service has changed dramatically over the past few decades. New technology has given customer service personnel more options for reaching customers, even as it has given consumers easier access to data and information. Customer Service In The Information Age is a self-paced book which explains how businesses can still provide great customer service with a personal touch--whether it is through e-mail, the telephone, or a company Web site. The tips presented in this book will give organizations concrete suggestions for how to use the technological options available today to elevate their customer service to the next level and build relationships that will result in loyal and satisfied customers.

Course Objective: The learning objectives for Customer Service in the Information Age are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The objectives of this book are:

- To review basic customer service skills, especially as they relate to applying new technology in giving personal attention to customers
- To explore Internet customer service—including Web site design for customer responsiveness and Web-based customer support systems
- To present strategies for e-mail customer service that save your customers time and effort, yet still convey a personal connection
- To introduce Customer Relationship Management, or CRM, and show how CRM principles apply to customer service
- To explain how automated telephone systems in customer service can be made more customer-friendly

Course Content

Part 1: Customer Service Basics with a New-Century Twist

Choose Common Sense Over Technology
Understand the Whys Behind Company Policies
Help Customers Feel Like Insiders, Not Onlookers
Keep Current on Your Company's Promotions
Show Respect for Your Customers' Time
Promise Less and Deliver More
Tell Customers You Appreciate Their Business

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Part 2: Customer Service on the Web

Supplement the Software with Human Interaction
Facilitate Customer Service with Technology
Monitor Your Company's Internet Customer Service
Design Your Web Site to Be Customer-Focused
Include Contact Information on the Site
Make Contact Information Easy to Find
Offer After-the-Sale Help Through Multiple Means
Post Your Privacy Policy in Plain Language
Test Your Company's Web Site for Effectiveness

Part 3: Providing E-Mail Customer Service

Consider E-Mails to Be Public, Legal Documents
Know Your Company's E-Mail Policies
Present a Positive Impression to Your Customers
Offer Apologies as Needed
Respond Promptly to All Customer E-Mail
Personalize Your E-Mail Responses
Give Complete Information in Everyday Language
Quote Senders' Queries to Craft Your Responses

Part 4: Customer Relationship Management (CRM) and Service

What Is Customer Relationship Management, or CRM?
Emphasize Customer Retention
Provide Customer Service Based on the 80/20 Rule
Mine Referral Business from Existing Customers
Keep Your Promises to Customers
Build Customer Loyalty with After-the-Sale Service
Work to Eliminate Irritating Policies and Procedures
Keep Up with Changing Customer Expectations
Reward Customers for Staying with Your Company

Part 5: Effective Automated Telephone Service

Determine Telephone Service by Customer Needs
Set Up Automated Systems Correctly
Check Regularly for Proper Operation
Keep Automated Messages Brief
Return Voice Mail Calls Promptly

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