

CERTIFIED CUSTOMER SERVICE PROFESSIONAL (CCSP)



ExamCode: CCSP-001 | **Duration:** 5 days

Course Overview:

Customer service is regarded as one of the best industries for professionals and executives. Jobs for customer service professionals are predicted to increase across industries, making it a good career choice for anyone who wants to have ample growth opportunities. Candidates with customer service certification can also find employment in a various roles in an organization like administrative and support services.

The Certified Customer Service Professional Certification will equip the participants with effective customer handling techniques and Best Practices.

This Certification facilitates participants' systematic measurement of required skills and mindset so that proper development plans can be established accordingly.

Every company or corporates require customer care professionals whether it is small or large organization, so there is a good demand form skilled professionals. Customer service certification comprises of helping your customer-facing employees learn and practice the skills they need to provide great customer service.

Target Audience:

Managers, Supervisors, Team Leaders, Officers and Executives of Contact Centers/Customer Services and people who would like to learn more and join the Contact Center/Customer Service industry. Prior knowledge of Customer Support Center is an advantage but not essential.

Course Objectives:

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

- Sharpening communication skills
- Communicate effectively with customers
- Learn how to anticipate and analyze different kinds of interactions with customers

Pre-requisite

Prior knowledge of Customer Support Center is an advantage but not essential.

Course Outlines

Module 1: Introduction to Customer Service

- Active Listening and Questioning Skills to Identify a Customer's Expectations
- Body Language: How to Read Your Customer like a Book
- Working with Aggressive, Expressive, Passive and Analytical Customers
- Telephone Tips to Promote a Professional Image
- The Do's and Don'ts of Written Communication

Module 2: Providing Excellent Customer Service

- The 7 Customer Service Expectations
- Measuring Internal and External Customer Service Satisfaction
- How to Use Customer Service to Increase Sales?
- "Going the Extra Mile" to Promote Customer Service Excellence
- Using Social Media to enhance Customer Service
- Protecting your Organisation's Online Reputation

Module 3: Complaint Handling Skills

- The Importance of Customer Complaints and Why they should be Encouraged
- Empower Employees to Get the Job Done
- Steps to Follow for Customer Service Recovery
- Strategies to Help Calm Upset Customers
- Managing Emotions during Stressful Situations

Module 4: Identify Problems And Solve Complaints

- Identify the root cause of the problem
- What is your Action Plan?
- Customer Service takes Teamwork
- Maintaining a Positive Mental Attitude
- Setting SMART Goals for Continuous Improvement
- Stress Management Tips to increase Productivity
- End of Course Review

Module 5: Elements of Customer Service Excellence

- Developing communicators
- Developing empathy and connect
- Working on response time
- Product knowledge
- Identifying key performance indicators

Module 6: Developing Customer Service Strategy

- Strengthening sales team
- Using technology: chatbots, data analytics, artificial intelligence
- Multi-channel servicing

Module 7: Developing Service Excellence Culture

- The developing mindset among the team
- Increasing employee engagement through leadership
- Prioritizing on building customer relationships
- Creating accountability team

Module 8: Customer Service in Different Industries

- Service in the Hospitality Industry
- Customer Service in the Retail Industry
- Customer Service in the Public Sector

Module 9: Assessment and Exam Preparation

Certification Exam: CCSP

The exam comprises of 50 Multiple Choice Questions out of which the candidate needs to score 70% (35 out of 50 correct) to pass the exam.