



Leading Your Business Transformation

The background of the central section is a blurred image of a modern office interior with large windows and people in business attire. Overlaid on the right side of this background are three white gear icons of varying sizes, arranged in a cluster.

## **Providing Better Customer Service - Course syllabus V1.0**

Fifalde Consulting Inc.  
+1-613-699-3005

## 1. Introduction to the course syllabus

This document provides the detailed outline of the Providing Better Customer Service 2-day course. You will be provided you with:

- Course syllabus
- Presentation material
- Practical exercises
- Practical review questions

## 2. Course preparation

No preparation or pre-requisites are necessary to undertake this training.

## 3. Administrative and logistical activities

Whiteboards or flip charts will be required along with a classroom with an overhead projector if the class is at the client facilities.

## 4. Target group

The target group of the Providing Better Customer Service course is drawn from:

- Individuals who require a basic understanding of customer satisfaction and how it essential to enhance the quality of service management within an organization.
- Professionals who are working within an organization that has adopted service management best practices who need to be informed and also contribute to an ongoing service improvement program.

This may include but is not limited to, IT professionals, business professionals, business managers and business process owners. There is no pre-requisite for this course.

## 5. Course objectives

The Providing Better Customer Service 2-day course objectives are to:

- Adopt the mindset and attitude to produce excellent customer service
- Take actions that deliver positive customer experiences
- Interact effectively and build long-term customer relationships
- Deal constructively with difficult customers
- Turn complaints into useful outcomes and learning opportunities
- Exemplify a professional, positive, and customer-focused approach



## 6. Delivery method

### 6.1 Educational alternatives

This course was designed so that it makes use of the following educational alternatives:

- **Deduction:** Using anecdotes and examples, the training presents use cases before the concepts have even been covered. The students deduct the learning from their own analysis. The topic and its concepts are presented afterwards to demonstrate how theory applies to what was deducted.
- **Questioning:** Asking questions forces participants to stop and think about different variables. It also enables the participants to put the newly acquired knowledge to the test. Quizzes have been incorporated as part of the training to make sure that the concepts are well understood by the participants.
- **Demonstrating:** Some use cases have been incorporated to the training AFTER the concepts. These serve to explain a cause and effect relationship using the newly acquired knowledge. Role playing exercises are included in the course.

## 7. Session plans

The following table provides individual subjects for the different modules covered in the training.

	Module	Subject
Day 1	1	Introduction to Steven Covey's Seven habits of highly effective people
	2	Customer Service Excellence: What it means and why it matters
	3	Listening and Questioning Skills
	4	Creating a positive customer experience
	5	Communicating effectively with the customer
	6	Dealing constructively with challenging situations
Day 2	7	Contributing to a customer-focused organizational culture
	8	Making excellence a habit
	9	Measuring performance for good customer service – The Balanced Scorecard (BSC)
	10	Focusing on two dimensions of the BSC – Aligning to meet customer objectives and Aligning to promote learning and growth
	11	Course summary
		<b>TOTAL COURSE TIME: 13 hours</b>

## 8. Conclusion – Next Steps

The Providing Better Customer Service course will provide a very good foundation towards the achievement of customer service excellence. Other courses can supplement this one such as:

- Giving effective feedback
- Effective conversations
- Effective listening
- Conflict management
- Resolving conflicts
- Interpersonal communications

Contact us for details on these other courses. Each can be customized to the specific needs of organizations.

---

Fifalde Consulting Inc. is a trusted independent advisor, helping organizations maximize efficiencies and increase value to their IT services. We specialize in the delivery of Information Technology Service Management (ITSM) and Information Security Management (ISM) consulting and training services, using best practices such as the Information Technology Infrastructure Library (ITIL®), TIPA®, TOGAF®, and standards such as ISO/IEC 20000, 27001, 38500 and others. Fifalde's team includes a network of the most accredited consultants and trainers in the IT industry.

For more information on what Fifalde can offer your organization, please visit [fifalde.com](http://fifalde.com)

