

Getting to the Heart of Customer Service™

Blended Learning Version



The perfect course for:

- Customer service representatives
- Inside sales/order desk representatives
- Credit and collections representatives
- Anyone who provides service to internal or external customers



Make the connection

with the complete training program for perfect customer service calls. *Getting to the Heart of Customer Service™* teaches your employees all the skills they need to communicate positively and professionally with customers—both internal and external. They'll leave the program feeling upbeat, motivated, and ready to deliver world-class service!

Course content

Module 1: Showing Customers You Care

- Developing a customer-focused attitude
- Applying ethics and values to customer service
- Building rapport with customers

Module 2: Using Language to Serve the Customer

- Using positive language
- Using language the customer can understand
- Using transitions to move through the call

Module 3: Opening the Call

- Opening the call
- Transferring and putting the customer on hold
- Making a good impression

Module 4: Diagnosing Customer Needs

- Questioning to determine customer needs
- Honing your listening skills
- Confirming your understanding

Module 5: Responding to customer requests

- Fulfilling customer requests
- Showing value
- Handling requests you can't fulfill

Module 6: Taming challenging calls

- Maintaining your poise with challenging calls
- Preventing challenges from escalating
- Dealing with angry and upset customers

Module 7: Closing the call

- Confirming customer satisfaction
- Telling the customer what to expect
- Uncovering additional opportunities for service
- Closing the call

"Hats off to the Impact Learning Systems team for developing a very useful and enjoyable program that has created immediate, positive, and sustainable change in our customer service environment." JOHN TORRES, MANAGER, ADEMCO GROUP

"It will cause you to examine yourself and empower you to bring out your best." ANNE LITTLE, CSR, CNA FINANCIAL

About Impact Learning Systems

We've been helping organizations improve and sustain the performance of their sales and service departments since 1995. Our goal is to help your employees measurably improve their customer contact skills so that your business prospers and your employees feel good about their contribution. Our programs teach usable skills while building team enthusiasm and a positive work environment.

What is blended learning?

Blended learning combines online delivery of content with classroom practice sessions and on-the-job exercises.

- **Online content**
Participants complete online modules at their desks, in a learning lab, or from a remote location. Each of the seven modules takes about 45 minutes to complete and is full of examples, exercises, and action plans to help participants immediately put their newly learned skills into practice.
- **Live, instructor-led sessions**
Classroom follow-up sessions of 45-90 minutes per module give participants the opportunity to discuss the learning, review exercises, interact with peers, and practice skills through innovative group activities.
- **On-the-job exercises**
Participants put their learning into practice through 21 valuable exercises that can be completed while handling live calls.

The entire course takes approximately 14-16 hours to complete, and is delivered in flexible increments to meet the needs of your schedule.

Sustained Impact™ tools

Research has shown that there is a 15-25% drop in performance after training if it is not reinforced on the job by managers or supervisors.

Protect your training investment with these Sustained Impact™ Tools:

- **Making It Happen™**
This training program teaches team leaders, supervisors, and managers the monitoring and coaching skills they need to reinforce the training and sustain improved performance. It includes a workbook, an audio tape, and reproducible coaching forms. Positive coaching assures that your training investment will pay off!
- **Coach's Toolkit**
This practical toolkit contains action plans, examples of correct and incorrect skill use, job aids, and refresher games and exercises to help team leaders and supervisors continually improve team performance.
- **Professional Certification**
Ask about our certification programs for your representatives, team leaders, and trainers. Impact-certified professionals are able to achieve the sustainable results you need to dramatically improve your organization's sales and service.

Need more information?

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The logo for Impact Learning Systems International features a red circle above the word "IMPACT" in a large, bold, black sans-serif font. Below "IMPACT" is the text "Learning Systems" in a smaller, bold, black sans-serif font, and "INTERNATIONAL" in an even smaller, all-caps, black sans-serif font.