
***MGMT 178: Customer Relations (formerly MGMT 218)**

Length: 14 hours

Dates: May 05 - June 15 (Online)

As competition grows in our global marketplace, the only real defining difference between products and services is customer service. Your customers (or lost customers) base their buying decisions on the service they receive above and beyond the product or service that they are purchasing.

This customer relations course takes you through the key steps in building a customer service plan that will become your competitive advantage. We will cover customer service delivery and dealing with challenging customer situations and you will develop a customer service strategy that recognizes guidelines for professional customer service standards.

Module 1: Introduction to Customer Service

- Define a customer.
- Distinguish between internal and external customers.
- Define customer service.
- Distinguish between knowledge and product services.
- Explain why customer service is important.

Module 2: Skills for Exceptional Customer Service

- Identify the characteristics for exceptional customer service.
- Explain two-way communications.
- Access your active listening skills.

Module 3: Quality Customer Service Standards

- Define a customer service standard.
- Describe personal and procedural standards of customer service.
- Identify guidelines for quality service standards.

Module 4: Customer-Focused Organization

- Develop a customer service strategy.
- Develop a customer service mindset in your organization.
- Explain how evaluation financial results can help you manage your bottom line.

Module 5: Handling Challenging Customers

- Identify types of challenging customers.
- Describe communications for handling challenging customers.
- Apply a three-step method for handling challenging customers.
- Identify customer service principles for handling challenging customers.
- Analyze the profitability of a company.