



MS Communications

developing bridges to the customer

Premium Customer Service

This class is designed to provide CSRs and installers the motivation, knowledge and skills needed to professionally conduct themselves with customers.

The Premium Customer Service class helps employees develop specific contact skills. Employees sharpen their abilities to understand and solve problems by learning attentive, participative and objective listening skills. Employees focus on providing superior customer service by learning the language and behavior of the three ego states – adult, parent and child. Identifying learning styles, and applying this knowledge to practical customer situations, empowers employees to effectively deal with a variety of personalities.



Premium Customer Service

The Premium Customer Service class begins with a self-evaluation profile. Employees then sharpen their abilities to understand and solve problems by learning specific skills.

Listening Skills

- Attentive, Participative and Objective Listening
- Understanding Customers
- Concentration

Productive Communications Skills

- Recognizing Ego States – Language & Behavior
- Working in a Professional Adult Mode
- Adjusting to the Customer

Dealing With An Angry Customer

- Calming Angry Customers
- Identifying Real Issues
- Satisfying Upset Customers
- Saving Customers By Solving Problems

Learning Styles

- Understanding Different Learning Styles
- Adapting To Customers And Co-workers
- Learning To Anticipate Responses
- Effectively Communicating With A Variety of Personality Types

Each of the many role-plays and workbook exercises are adapted to real-life situations specific to the employee's position and the company's policies and products.

Benefits of Premium Customer Service

- Stimulates interest in the importance of customer service
- Highlights cost and time effectiveness
- Stresses the bottom line impact of customer service
- Sharpens listening skills and polishes communication skills
- Increases control over the outcome of customer interaction
- Improves ability to handle insistent or angry customers
- Builds skills to recognize and deal with a variety of personalities