

# 2022-23

CERTIFICATE IN CUSTOMER SERVICE



GURUKUL  
EDUCATIONAL AND  
RESEARCH INSTITUTE

Subject and Syllabus

# **CERTIFICATE IN CUSTOMER SERVICE**

**DURATION:- 6 MONTHS**

## **348 INTRODUCTION TO CUSTOMER SERVICE**

- What Is Customer Service?
- Developing a Customer-Centric Mindset
- Who Are Your Customers?
- Internal Customers
- External Customers
- When & Where Does Customer Service Take Place?
- The Need For Customer Service
- Rewards Penalties
- What Does Customer Service Mean To You?
- Unpleasant Experiences
- Satisfying Experiences
- Developing a Customer Friendly Attitude
- Evaluation
- Excitement is Contagious



## **349 CUSTOMER SERVICE: COMMUNICATION SKILLS**

- Developing Effective Communication Skills
- Presenting a Professional Image
- Non-verbal Communication Skills
- Body Language
- Key Body Language Aspects
- Physical Distance
- Verbal Communication Skills
- Choice of Words
- Tone Of Voice
- The Choice Of Words

- May I
- Please
- Thank You
- The Close
- Being Positive
- Tone Of Voice
- Inflection
- Energy
- Volume
- Pace

### **350 CUSTOMER ANALYSIS: KNOWING YOUR CUSTOMER**

- Knowing Your Customer
- Customer Expectations
- Assertive Working Style
- Results-Oriented
- Analytical
- Details-Oriented
- Amiable
- People-Oriented
- Dominant Behavioral Style
- Determining Your Level of Service



### **351 CALMING UPSET CUSTOMERS**

- What Makes Customers Upset?
- Avoiding Upsets
- What Can You Do To Avoid Upsets?
- 5 Key Steps to Calming Upset customers
- Accurately identify the problem.
- Confirm The Customer's Value
- Synchronize & Summarize
- Conclude By Affirming The Customer's Value Again
- What to Do When You Are Upset?

## **352 TELEPHONE CUSTOMER SERVICE**

- Mastering The Telephone
- Answering The Telephone
- A Professional Greeting
- Active Listening
- Putting Callers On Hold
- Recommendations
- Transferring A Call
- Taking A Message
- Voice Mail
- Closing The Call

## **353 INTERNET CUSTOMER SKILLS**

- The Internet Customer
- E-Mail
- E-mail Communication Guidelines
- Online Chat
- Internet Customer Skills
- Scripted Responses
- Introduction
- Placing a Chat on Hold
- Closing a Chat session
- Websites
- Knowledgebase
- FAQ
- Auto responders
- Customer Online Support

