



CUSTOMER SERVICE VIDEOS

Service First Video Library

CUSTOMER SERVICE: *THE ART OF SERVICE EXCELLENCE*



PROGRAM DESIGN:

Service First is designed to improve morale and interpersonal communications and reduce complaints. The series is ideal for training potential employees, new employees and is also excellent for self-study. The Service First series covers the following topics in the basics of customer service:

- **Keys to Customer Service**
- **Team Work Development**
- **Service Recovery**
- **Empowerment**
- **Total Quality Service**
- **Handling Complaints & theirate Customer**
- **The Language of Positive Communication**
- **Effective Questioning & Listening**
- **Exceeding Customer Expectations**
- **Value Added Service**
- **Effective Telephone Techniques**
- **The Art of Satisfying Customers**

Each video is 13-18 minutes in length. They are available in **English, Spanish, and Hebrew**.

The entire series can be passed from department to department, classroom to classroom offering total flexibility.

ADDITIONAL MATERIAL:

Additional facilitator material is included for each topic so that a facilitator can lead discussion and create training sessions that last up to an hour. The facilitator materials include a discussion guide and PowerPoint presentation.

This Video Series is suitable for individual use as well as experienced and inexperienced facilitators who have lots of enthusiasm, peer respect, and a belief in superior service. It is recommended that the sessions be facilitated in order to gain maximum learning.

Job Specific Customer Service Courses are available.

Visit asktbs.com for video snippets.

The Service First Video Library is a comprehensive series of workforce readiness skills training courses dealing with 12 job topics that are critical to the success of any individual or organization dedicated to provide quality customer service.

SERVICE FIRST

TURN-KEY TRAINING SYSTEM INCLUDES:

- 12 DVD's, CDs, VCDs or VHS
- 12 Discussion guides
- 128 Page Facilitator Guide
- PowerPoint Presentation for each Lesson
- Certificates of Completion
- Answer Sheets
- Manager's Kit
- Book

IDEAL FOR TRAINING IN:

- Workforce Development Programs
- New Employee Training
- Small Group Workshops
- Independent Study
- Marketing and Business Ed Programs
- Motivational Sessions
- Entrepreneurship Programs
- Seminars and Conventions
- Retail Training



1. Your Key to Customer Satisfaction

The foundations of exceptional service. The 5 principles of Service First.

2. Teamwork Development

Skills for customer-focused teamwork. How to join forces with co-workers to deliver better solutions and a better experience to customers.

3. Handling Complaints and the Irate Customer

Skills to solve problems, handling complaints and deal with irate, even furious customers. How to immediately solve simple complaints or handle complex problems.

4. The Language of Positive Communication

Methods to create positive interactions with customers and co-workers. Ideas to energize work environment and improve morale.

5. Effective Questioning and Listening

How to precisely detect customer's needs, desires and expectations. Skills to ask questions, active listening and confirm understanding.

6. Exceeding Customers Expectations

How to make an extra effort to achieve market differentiation. Doing more than people expect to make your service not good, but impressive and memorable. Going "the extra mile" in serving the customer.

7. Value-Added Service

Keys to add value to your service: how to go beyond the rules to deliver the unexpected. How to use a positive surprise element to gain customers into friends.

8. Effective Telephone Techniques

Skills for customer-focused teamwork. How to join forces with co-workers to deliver better solutions and a better experience to customers.

9. The Art of Satisfying Customers

Strategies to keep customers and have them come back over and over again. Ideas on how to get free word-of-mouth advertising through satisfied customers.

10. Service Recovery

How to turn service problems and difficult situations into positive experiences that ensure the customer comes back. Techniques to save the relationship with a customer after poor service or a mistake occurs.

11. Empowerment

How to successfully apply empowerment skills to put customer's needs in the first place, before internal rules and procedures. Guidelines to take responsibility and assume ownership of problems to solve them immediately by using common sense.

12. Total Quality Service

Zero-defects service. A review of the fundamental ideas introduced in the previous 11 videos. Techniques to make things right since the first time and tools to internally manage the process of improving customer service.

Service First



hundreds of ideas...

Here are some examples of what your students and/or employees will learn:

- The 5 principles to deliver outstanding customer service.
- 6 steps to calm down an irate customer.
- 4 techniques to discover your customer's needs and expectations.
- 9 magic "tricks" to provide great service through the phone, voice mail, fax and e-mail.
- 5 steps to effectively use empowerment skills to over-satisfy a customer.
- 4 skills to develop team work and skyrocket performance.
- 6 rules to exceed customer expectations in every contact, always.
- 4 tips to communicate quality over the phone.
- 7 immutable rules to "act with class" and communicate a high image of your company.
- How to know when -and when not- to make promises to customers.
- How to think and act using common sense.
- How to increase sales practicing active selling of your products or services, even if they are not in sales position.
- The 3 fundamental steps to solve both simple and complex problems.
- 3 universal principles to master service recovery and save the situation when a mistake is made.
- 5 attributes to excel in their job.
- How to handle complaints masterfully to avoid losing customers.



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