

FUNDAMENTALS

What Is Customer Service and Why Does It Matter?

- Have you ever been in this situation?
- What is customer service?
- Why you need (good) customer service
- 4 components of good customer service
- Summary

Balancing Personable and Professional Customer Service

- Imagine this
- What defines personable vs. professional customer service?
- Why you need both
- How to strike the right balance
- Additional rules for professionalism in customer service
- Summary

Meeting and Exceeding Customer Expectations

- Imagine this
- Understanding customer expectations
- The benefits of meeting and exceeding expectations
- 6 tips for managing and exceeding customer expectations
- Summary

Summary

- Good customer service helps businesses thrive
- Personable and professional
- Above and beyond

FINAL EXAM