

# Critical Elements of Customer Service

Course Advertorial





## Introduction

While many automotive dealerships promise to deliver an incredible customer experience, some are better at delivering than others. This course is designed around six critical elements of customer service that, when the dealership lives them, bring customers back to experience service that outdoes the competition.

# Critical Elements of Customer Service

## What you will learn

- Demonstrate a customer service approach
- Understand how your own behavior affects the behavior of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Make a choice to provide customer service

## Topics covered

- What is customer service? Who are your customers?
- Meeting expectations
- Setting goals
- Communication skills and telephone techniques
- Dealing with difficult customers and people
- Dealing with challenges assertively
- Dealing with stress
- The first critical element: A customer service focus
- The second critical element: Defined in your organization
- The third critical element: Given life by employees
- The fourth critical element: Be a problem solver
- The fifth critical element: Measure it
- The sixth critical element: Reinforce it

## What is included

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate

## Duration



### Face to Face

2 days



### Virtual

6 X 2-Hr Sessions