



E-Learning: Customer types

or Video:

1. Mr Chatty
2. Mr Rude
3. Mrs Arrogant
4. Mrs Picky

Module Introduction

Module Introduction Customer Service

E-Learning: First impressions

or Video:

1. A human touch
2. Dropping your emotional baggage
3. How not to approach people
4. STANCE

Knowledge Check

First impressions

Start



or Video:

1. Finding out what they want
2. Getting into their head
3. Knowing your stuff
4. Showing them the benefits

Knowledge Check
Advising the customer



E-Learning: Advising the customer

Knowledge Check
Customer types



Knowledge Check
Customers on the phone

E-Learning: Customers on the phone or Video:

1. Agreeing actions
2. Controlling the call
3. First impressions on the phone



E-Learning: Communicating effectively or Video:

1. Questioning techniques (part 1)
2. Questioning techniques (part 2)
3. Using your voice effectively

Knowledge Check
Communicating effectively



Learning Pathway

Customer Service

E-Learning: Customers online

or Video:

1. Email and web chat
2. Social media and the customer
3. Social media and you

Knowledge Check
Customers online

E-Learning: Service for sales

or Video:

1. Dealing with objections
2. Discovering their needs
3. Storytelling

Knowledge Check
Service for sales

E-Learning: When things go wrong

or Video:

1. Asking the right questions
2. Getting to a solution
3. Listening to the customer

Knowledge Check
When things go wrong

Infographic
Customer Service

E-Learning: The power of behaviour

or Video:

1. Behaviour breeds behaviour
2. Behaviour can help or hinder
3. Choosing your behaviour

Knowledge Check
The power of behaviour

E-Learning: After sales

or Video:

1. Company loyalty
2. Team and customer loyalty

Knowledge Check
After sales

