



Customer Service Excellence

40 Hrs

Online, Instructor-Led, "Virtual Classroom" Via Zoom

Overview: This training course will provide participants with a practical framework for delivering quality customer service. Participants will learn how to actively listen to the customer's needs, understand the customer's expectations, and guide the conversation to achieve a superior level of customer satisfaction. The course provides participants with proven methods for effective communication and customer resolution techniques back at the job. Participants will also learn how to manage their response to challenging customer situations to achieve a more productive and satisfying work outcome.

Who Should Attend: Customer service representatives, technical and support personnel, field service representatives and other customer contact employees who want to expand or refresh their customer service skills or account managers who want to train their customer service staff.

Training topics to include:

- Increasing your credibility with customers
- Identifying and meeting/exceeding customer expectations
- Defusing and managing challenging customer situations more effectively
- Responding appropriately to any customer situation and assisting in quickly finding a creative, workable solution to your customer's problem
- Increasing customer satisfaction and gaining repeat business
- Incorporating service recovery techniques to respond and reframe challenging situations
- Defining customer service
- Identifying the four needs of a customer
- Listing the communication components of any customer service interaction
- Explaining how to persuade customers to expand their products/services usage
- Describing how to defuse irritated customers
- Explaining the difference between a reactive and a proactive mindset
- Describing your internal customers
- Describing the components of building a team culture of mutual respect
- Explaining how to manage conflict while maintaining strong relationships
- Describing problem-solving strategies that lead to creative and productive outcomes

ETI Instructor: Dr. Barbara Sweet is President/CEO of Learning Transfer Institute, a consulting, training and coaching firm focused on helping organizations create more positive, respective, and inclusive workplaces. She is an accomplished speaker and author with over 20 years of HR executive experience.

Employment Training Panel (ETP) Cost: \$350.00 per employee*

Non-ETP COST: \$1,470.00

WHEN:

Mondays

September 28, 2026 – December 14, 2026

5:00 pm – 9:00 pm

No class November 9 and November 23

WHERE:

Online, Remote,

"Virtual Classroom,"

Via Zoom

**For more information or to register please contact:
Jocey Hogan at 661.362.5657 or jocey.hogan@canyons.edu**

*For employees of eligible employers. Employees are not considered registered until all paperwork is received, a \$350 administration fee, per participant, has been paid to the Santa Clarita Community College District and the Employment Training Panel has determined eligibility. State subsidy is contingent upon the trainee completing all the Employment Training panel requirements. Please contact the **Employee Training Institute, 661.362.5657**, for details on eligibility requirements.