

CUSTOMER SERVICE EXCELLENCE

Western Technical College Business & Industry Services is proud to host the Customer Service Excellence training series. During this training, employees will explore key principles of delivering outstanding service through interactive discussion, real-world scenarios, and practical exercises. Upon completion of this series, your employees will have the communication skills needed to build customer loyalty and the confidence to handle difficult situations with grace.



Participants will learn:

Navigating Customer Dynamics

- The definition of customer service in the modern workplace
- The difference between internal and external customers and the importance of providing top notch service to both
- The impact quality customer service has on a business

Resolving Breakdowns and Handling Tough Customers

- How to identify service breakdowns and the components of a service breakdown
- Ways to respond to service breakdowns with solutions-based strategies
- How to identify different types of difficult customers

Managing Customer Dissatisfaction

- Key strategies for preventing customer dissatisfaction
- How to turn tension into trust with service recovery strategies
- An evaluation of the problem-solving process

Communicating with Clarity and Confidence

- The key elements of effective verbal communication with customers
- How to give and receive effective and constructive feedback
- How to check for nonverbal cues and respond appropriately

Foundation of Listening

- The listening process and why it's important in customer service
- The characteristics of a good listener
- How to recognize the causes of listening breakdowns

Calm Under Pressure; Mastering Conflict Resolution

- How to identify the difference between aggressive and assertive behavior
- Reflection techniques to put yourself in the customer's shoes
- Communication tools, like the PLAN model, to resolve customer conflict

Mastering Active Listening

- Key strategies to improve your ability to listen to the customer
- Strategies to recover from listening breakdowns
- Information gathering techniques that will build customer loyalty and trust



\$495 per person



La Crosse Campus



Tuesdays 8:30AM - 11:30AM



November 4 - December 16, 2025

For more info, contact John at 608-785-9916 or zimprichj@westerntc.edu

Company Name: _____

of Participants: _____

Contact Name: _____

Email: _____