



Customisable Customer Service e-Course

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit or search" menu at the top of the page.

Instructions

- Highlight and copy the copy and paste phrases including the quotation marks. One at a time and paste them in to the "find what" box.
- Type your own information in to the "replace with" box.
- Click the replace all button.

You're done now just check to see if all of the information is correct and then paste your messages in to your follow up auto-responder and start sending it.

Copy and paste phrases

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course

BUSINESS SUPER HEROES



Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Customer Service Crash Course.

It is very important that you confirm your subscription so that we can start sending your messages.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive your confirmation. Remember we really value your privacy. We will never rent, share or sell your email address.

"add your name here"

1

BUSINESS SUPER HEROES



Subject line: First Lesson - Customer Service Crash Course

Hello "autoresponder code here",

Welcome to the first lesson in the Customer Service Crash Course. Over the next few days you will receive several lessons that will help you learn how good customer service can help your business grow.

In this first lesson let's talk a little about some simple yet effective strategies that will help you provide excellent customer service for your business.

Did you know that customer service is often an under-valued aspect of doing business? When in fact if you want your business to be successful, you need to train yourself and your employees to understand that the customer must always come first.

When it comes to providing good customer service it is important to personalize your approach as much as possible. One thing all customers have in common is the pleasure they receive when establishments they patronize make it clear to them that they know who they all are.

You need to prove to your customers that you appreciate them and an easy way to "score brownie points" is simply by addressing them by name during all of your

BUSINESS SUPER HEROES



communications with them. The golden rule is; make them feel important to you and they'll prove that you're important to them, too!

- Always give your best plus more!

You should train your employees to go the extra mile for the customers as well. Being respectful and smiling at all times may seem like a little thing but it can go a long way towards improving your business's customer service record. Remember, it's often these little things that makes a big difference to your customers.

- Always be fair!

No request should be too small to be considered, and no customer should be too insignificant to take care of. Sure, there are certain privileges that VIP customers are entitled to but there are also certain privileges that everyone has the right to enjoy, like common courtesy and dedication.

- Make sure you listen .. I said ...

It is extremely important that you listen to what your customer's have to say. This may be hard when the customer is stubborn and unreasonable. Even if you end up unable to resolve the issue, your customers should still put the phone down in a good mood because they knew you cared enough to listen to them without confrontation.

BUSINESS SUPER HEROES



- Make good use of FAQ's.

This is a massively under-used tactic so if you don't have a frequently asked questions file or webpage for your business, create one immediately. Having a FAQ page is an effective way of offering great customer service on the fly. Keep a record of common questions and problems that have been discussed for quick reference. This will help to negate the need for repeat calls regarding the same issues. FAQ sections can help prevent your customers and employees from wasting their time.

- Never leave issues unresolved.

Every complaint must be successfully addressed. Train your employees to perform follow-up calls to ensure that all complaints had been resolved. For complicated issues, make sure that you give customers progress reports to let them know that you're still working on their case. Do your best to give them a specific time period for which they can expect the issue to be fully resolved.

These are just a few basic strategies that you can use to beef up customer service for your own business. Follow them and you will be well on your way to providing excellent service to all of your customers.

We have a lot to go over in the next few days if you want to learn how to provide the best customer service for your business, so make sure you look for your next lesson soon. We will be talking about some simple secrets to providing great customer service all of the time!

BUSINESS SUPER HEROES



Thank you again for joining, If you have any questions or need any assistance please feel free to contact me at anytime using the contact information below. I will be happy to help,

Until then,

"add your name here"

"your email address"

"your URL here"

2

subject line: Second Lesson - Customer Service Crash Course

Hello "autoresponder code here",

It's time for your second lesson in the Customer Service Crash Course. I hope you found lesson one informative and have had a chance to incorporate some of the strategies into your own business.

BUSINESS SUPER HEROES



In this lesson we are going to go over some simple secrets to providing great customer service all of the time. It is no secret that if you are in the service industry, good customer service can be your bread and butter. By providing good customer service, you can generate more profit and promote business loyalty at the same time.

In fact it can create a win-win scenario for both the business and the customer. The customers have a great experience and get their money's worth while the business gets to enjoy increased profits!

Let's go over a few simple secrets that you can use for your own business.

- Strive to build customer loyalty!

Customer loyalty is the most important secret to achieve good customer service. Do your best to collect your customers full name, contact numbers and other information, such as address, birth date etc. Remember if you show concern for what matters to your customers, you will build their loyalty and acquire customers for life.

- Provide authentic customer service.

Nowadays, service has been a cliché and just a traditional way of dealing with customers. If everyone's doing it, it's a high time that you personalize your service. Be creative; personally know your customers and identify their individual needs. Make certain that your offer extreme value to your customers.

BUSINESS SUPER HEROES



- The customer is always right!

The old adage “customer is always right” is still applicable. If a customer approaches you and complains, be serious when handling their concern. If the customer is angry and upset do your best to defuse the situation and show them how serious you are when it comes correcting any problems.

Once the customer is satisfied by how you addressed their complaint, thank them for conveying the problem to you. Keep in mind that advertisements will not be enough to repair a damage done by failing to address customer complaints. Silent complainers can do a great deal of damage to your business. Beware of people who walk away without having their issue resolved. You may never see them again, if they are unhappy you can bet that they are openly criticizing your services to other people and establishing a bad reputation for your business.

- Be honest with the customers.

Once your customer suspects that you are lying to them, they are a lost buyer. If a customer seeks for your advice about a product, openly tell them what they need to know. In the end, they will thank you for being so genuine with what you offer.

- Go the extra mile.

BUSINESS SUPER HEROES



If you want superb customer service, you should always go the extra mile. For instance you can send a birthday card or insert a thank you note in a customer's package. You can send a congratulatory note when a customer gets promoted or you can clip the article if you see their photo or names in print. There are many ways to encourage your customers lifetime loyalty. You just have to be willing to make the effort.

Train your staff well.

Educate and train them about good customer service. There will be times when you can't directly deal with your customers and your staff must be able to show them the excellent customer service that they want. Always keep in mind that your competitors are just waiting to cater to your unsatisfied customers so you should always be sure to take care of your customers by providing exceptional customer service.

That's it for today's lesson. Look for another lesson soon! We will be talking about customer service training with three quick steps.

Again, I appreciate your joining me for this short e-course. If you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help.

Until then,

"add your name here"

BUSINESS SUPER HEROES



"your email address"

"your URL here"

3

subject line: Third Lesson - Customer Service Crash Course

Hello "autoresponder code here",

It's "your first name here", with your third lesson

Today we are going to talk about three quick steps to effective customer service training.

Did you know that effective customer service training can be done in three quick steps. Once your employees have completed the training course you can rest assured that your business will benefit and enjoy increased revenues as well a bigger and more loyal customer base.

BUSINESS SUPER HEROES



Let's jump right in to the steps you should take when training your employees to provide top notch customer service.

Step 1 - Prepare materials and tools for customer service training.

Be as detailed and specific as you can when composing materials for customer service training. It is imperative that your employees understand what you think good customer service should be. Give them concrete examples of acceptable and unacceptable behaviour. Provide them with a list of do's and don'ts to remember.

Secondly, help them understand why offering good customer service is important to the business and how it will ultimately affects them as well. Employees will be more motivated to improve their customer service skills if they believe that doing so is beneficial to them as well.

Prepare scripts for common customer service issues. This will ensure that your customer service team will be able to deliver a speedy and uniform response to your customers. Determine your desired response schedule and make sure that the training materials are designed to help them comply with the desired response time.

Step 2 - Take all the time you need to train your staff.

BUSINESS SUPER HEROES



Focus on one lesson at a time and don't progress to another level until you're sure that they've mastered their lessons. It is a good idea to hold periodical tests to ensure that they continue to retain knowledge from your previous lessons.

Let them take a gradual approach to their new set of responsibilities. Have them start with something small and relatively easy like handling routine customer service calls. Always clarify their job duties and the level of authority they're working with before allowing them to interact with the customers.

Last but not the least, remind them to consult your FAQ section before delving in to more complicated processes of resolution.

Step 3 - Monitor the performance of your customer service team.

Subject your employees to scheduled and spontaneous simulations to give you a chance to evaluate their response in critical situations. Make sure that you provide them feedback afterwards, identifying their strengths, weaknesses and offering suggestions for improvements.

You may even consider developing an incentive program to further motivate your employees and encourage them to always be on their best behaviour when interacting with customers. It is also important to evaluate your employee's customer service abilities on a regular basis.

Last but not the least, always be prepared to make changes with how you run your customer service team. Remember they're the ones that are directly

BUSINESS SUPER HEROES



interacting your customers, so your team and its policies must be flexible in order to respond quickly to a customer's needs.

That's it for today's lesson. In your next lesson we will be talking about how to create a good customer service survey and why it's very important to your business.

Until then,

"add your name here"

"your email address"

"your URL here"

4

subject line: Fourth Lesson - Customer Service Crash Course

Hello "autoresponder code here",

BUSINESS SUPER HEROES



How are you? Well, we're winding down to the end of this short course. But we still need to go over a few things about how to provide good customer service for your business. Today we are going to jump right into how to make a good customer service survey.

As we have been discussing throughout this series, customer service is a way to communicate with the customers by providing assistance about the product or service and the most vital aspect in evaluating the customer's satisfaction is through customer service.

Many business owners don't realize that good customer service creates happy, satisfied, repeat customers. One way to measure the customer service standards for any business is through customer surveys. This is a vital tool that is often overlooked.

A customer service survey shows the solid reputation of the business you have established. Customers have the chance to evaluate whether their expectations are met and if they have been treated well by the business.

Through customer service surveys, positive and negative remarks are clearly shown. Basically this is just a simple way of getting feedback from your valued customers.

This information allows the business to evaluate their standards and develop better customer service policies. Customer service surveys can also help when it comes to making good business decisions.

BUSINESS SUPER HEROES



A well written customer survey can give you all of the information that you need to make positive changes for your business. On the other hand surveys that aren't well written will not help you achieve the results that you want. To avoid this it is important that you follow a few simple guidelines to craft an effective survey questionnaire.

- Identify your objectives.

The survey objectives are very important; carefully identify your specific objectives. When goals are not clear you will end up with a questionnaire that is unfocused and ineffective. Always be direct about the information you want to acquire. Successful surveys act as tools in denying or confirming the customer's opinion of your business.

Questions in the survey must be easily answered. Customers don't want to have a hard time answering your questions. Never use abbreviations, slang or any technical jargon in your questionnaire. You will obtain more helpful answers if you make the questions easy.

When it comes to crafting a good survey you can use a few different types of questions, such as:

- Questions answered with a simple yes or no.
(For example: Will you purchase this product again?)

BUSINESS SUPER HEROES



- Questions answered by multiple choices.
(For example: Which products do you like most? Product A, B. or C?)
- You can also use scale or rankings and ask the customer to rate their experience. (For example: Please rate our service from 1 to 5)
- Use open ended questions. For example: What are your suggestions to better improve our services?
- Alternate your questions.

Try mixing easy and difficult questions throughout your survey. This will help keep the customers interested and encourage them to answer more questions. A good rule of thumb is to set two easy questions first, like the yes or no and the multiple choice questions. Then start to include your open ended questions. This process will keep your customers from feeling like you are requesting too much from them.

- Don't be biased.

Lastly don't make the questions biased. Successful surveys should get the true opinion of the customer and not just the answers that you want to hear. This is the best way to measure customer satisfaction.

Customer service surveys are a very important tool that can help you make informed decisions for the betterment your business, products and services. If



your goal is to achieve a 100% satisfaction rating from your customers, using surveys will definitely help you to achieve that goal.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. We will be talking about some great ways that you can achieve superb customer service ratings.

There will be some great stuff in your last lesson, so don't miss it!

Until then,

"add your name here"

"your email address"

"your URL here"

5

subject line: Fifth Lesson - Customer Service Crash Course.

Hello "autoresponder code here",

BUSINESS SUPER HEROES



Well, we have come to the final lesson in the Customer Service crash course. I sure hope you have enjoyed your lessons and learned a lot about the importance of providing good customer service for your business.

Today we are going to go over some great tips for achieving superb customer service ratings.

Over the last few lessons we have talked a lot about customer loyalty. One of the most important factors in attaining and keeping customer loyalty is to respect the people aspect of your business. Treating customers as individuals and not just as a representation of financial profits can give you a big competitive edge.

As we have learned during this series good customer service is a vital part of any business. When it comes to achieving great customer service ratings it is important to keep these simple tips in mind:

- Happy employee's make happy customers.

Keep in mind that there is no way to provide quality of customer service without the qualified people providing it. Having contented employees is a great way to ensure good customer service. Pay your employees fair wages; give them good benefits and train them well. This will allow them to exude confidence when dealing with customers and will naturally lead to better customer service.

- Be a good role model.

BUSINESS SUPER HEROES



Always remember that the way you treat your employees will be reflective of how they treat your customers. You are their role model so always be the epitome of a good server. Greet your employees enthusiastically every day and listen when they speak. Rude customer service is not merely a reflection of the employees' attitudes but often of their employer.

- Know your customers.

And let them get to know you. Recognizing your customers and calling them by their names are indications that you really know them. They will feel important by this simple gesture. On the other hand, by letting them know who you are, they can also feel comfortable that they can reach you easily when problems arise.

- Be pleasant

Give pleasant greetings when your customers walk in the door or contact you. Greetings are important part of customer service and will let the customers know that they are respected, valued and appreciated.

- Provide proper training.

As we discussed in lesson three, give your employees proper training on how to handle customer complaints. Guidelines must be set on what to do and say in each conceivable case. Front liners play the most important role in the

BUSINESS SUPER HEROES



customer's experience. Be sure that your staff know what to say and do to create a more positive and pleasant customer experience.

- Don't forget to survey.

Devise a "What do you think of our business" survey. Create a short and simple questionnaire with questions like we discussed in your last lesson. For example; find out what your customers don't like, what should be changed and what should be done to provide better service. The answers to these questions will be very useful in creating your customer service plan, since your customers will be the ones making the suggestions. Make sure you take note of all of the important points and act on them.

The questionnaire can help you anticipate and identify customer needs. This may sound odd, but customers don't usually buy products and services. They buy good feelings and solutions to their problems. Most customers are emotional rather than logical. It is important to anticipate their needs by talking to them regularly. This way, you can be aware of their problems and you can take care of their upcoming needs.

Customer service is an important part of any business and it should be viewed as an natural extension of the business. Always remember that the customer is the most essential asset of your business and without them, your business will not exist. Keep them happy and satisfied by providing superb customer service and you will reap the rewards.

BUSINESS SUPER HEROES



As we close this final lesson I would like to thank you again for joining me for this short course and I sincerely hope that you have learned a lot about how to provide good customer service for your business!

Please feel free to contact me if you have any questions about how to effectively achieve the results you are hoping for from your customer service plan.

Until then,

"add your name here"

"your email address"

"your URL here"

=====

Legal Notice

The Publisher has strived to be as accurate and complete as possible in the creation of this course, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.



The Publisher will not be responsible for any losses or damages of any kind incurred by the reader whether directly or indirectly arising from the use of the information found in this course.

This course is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

No guarantees of income are made. Reader assumes responsibility for use of information contained herein. The author reserves the right to make changes without notice. The Publisher assumes no responsibility or liability whatsoever on the behalf of the reader of this course.

BUSINESS SUPER HEROES