

# Customer Service

In reality, goods and services aren't sold; products and services are bought by customers

// The single most important thing to remember about any enterprise is that there are no results inside its walls.

The result of a business is a satisfied customer.  
-Peter Drucker

Leaders in today's rapidly changing business world have determined that there is more to success than catchy advertising campaigns. Whether it's a business, a professional practice, a health care facility, or a government agency, success comes to organizations that are dedicated to looking after their customers. Quality alone isn't enough.

High-performance organizations have realized that their proactive approach to employee skills development helps them leverage customer service as a strategic advantage.

**In this first module you will:**

- Define a version of customer service
- Discover customer expectations
- Recognize the customer experience
- Enhance customer service skills

## Coaching Customer Service

Effective customer service coaches focus on their attention on monitoring performance, providing feedback and recognizing accomplishments. They direct their attention to every level of customer service delivery, working with superstars as well as low performers to improve their customer service skills.

Organizations that place high value on attracting new customers, dazzling customers with their superior services and keeping them long term, value the role that coaching plays in developing their workforce.

**In this module you will:**

- Understand customer service coaching
- Develop customer service coaching techniques
- Coach customer service personnel
- Enhance customer service coaching skills

