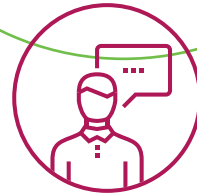




Named one of  
the Top 15  
Customer Service  
Training Courses  
by COMM100!



## Customer Service Essentials (CSE)

### COURSE OVERVIEW

This training increases the confidence of your team members so they can consistently deliver an exceptional customer experience. This course reflects the best when it comes to proven, reproducible communication techniques that empower your team members to make every interaction a productive and successful one. With these proven communication skills, your team will learn to transform customers into loyal and enthusiastic advocates for your company.

Using customized, real-life examples that go beyond theory, your team will learn how to apply these techniques to any situation. By integrating them quickly and easily into their daily routine, they'll see immediate results your customers will notice and appreciate.

With Customer Service Essentials, your team will know how to transform every interaction into a positive customer service experience. They will learn to talk to customers in a relatable, authentic and professional way. The end result is a consistent, top level service model that creates a spark throughout your company's culture.

*"You've got to start with  
the customer experience  
and work back toward the  
technology, not the  
other way around."*  
–Steve Jobs



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.



Customer Service Essentials

**konfire**  
TRAINING

# LEARNING OUTCOMES

Convey positive voice tone and word choices

Consistently create positive first impressions

Guide and control every conversation

Understand when and how to use empathy

Build and maintain rapport

Transform negative messages to aid in customer cooperation

Skillfully handle difficult customer interactions

Apply standards for internal and external communication

# BUSINESS OUTCOMES



Improved Team Morale



More Self-Reliant and Empowered Employees



Consistency of Excellent Service



Fewer Customer Complaints



Breaking Down Silos



Improved Customer Satisfaction

## WHO SHOULD ATTEND?

*Any department or team looking to improve communication skills with internal and external customers.*

***Bottom line, if you talk to people anywhere for any reason, we can help you!***

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



Contact us to explore how we can meet your training goals!  
info@bonfiretraining.com / 800-888-4893

