

# Mastering the Art of Customer Care

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## Mastering the Art of Customer Care

There's an art to providing world-class customer service. It goes beyond knowing our products and services and delivering expected results. It involves balancing organizational and departmental goals and customer needs. It requires professionalism, business acumen, confidence, professionalism and a positive attitude. It's a combination of:

- ❖ Problem solving and relationship building
- ❖ Marketing and promoting
- ❖ Empathizing and guiding
- ❖ Delivering results and appropriately representing our organization
- ❖ Understanding business needs and goals and focusing on business impact

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*Wouldn't you like to  
eliminate the words  
"helpless desk" from your  
customer's vocabulary?*

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To accomplish all of this, we need to see ourselves through our customers' eyes and understand the impact of our actions and words. We need to hone our skills so that we can make the best of every customer interaction.

This highly interactive workshop includes observation, discussion, role-playing, lecture and activities that teach participants how to grow their customer service skills and improve their professional images.

Through the modules, ***Your Professional Image***, ***The Positive Alternative***, and ***The Balancing Act***, participants will learn to:

- ❖ Positively and professionally represent their organization.
- ❖ Improve negotiation skills to handle difficult or awkward customer interactions and produce positive results.
- ❖ Use a combination of communication and problem solving skills to drive issues forward and accomplish business-focused results.