

CUSTOMER SERVICE TRAINING PLAN

S. No.	Module	Training Objective	Focus Areas	Method(s) of Instruction	Duration - Breakup	Total Duration
1	Welcome Presentation	To give participants an overview of the Training Program; allow participants to set ground rules during training and formulate		Instructor-led PowerPoint including open-ended questions for eliciting objectives	30 min.	30 min.
2	Having a Service Mindset for Effective Customer Service	To enable participants understand the importance of having a service-oriented mindset in customer service	Service Mindset – What is it? Service Mindset – Why? Attitude toward the workplace Beliefs and their influence on behavior	Instructor-led Training (ILT) Group Discussion Individual Exercises with Worksheets	20 min. (Instruction) 40 min. (individual exercises and group discussions)	60 min.
3	How To Display a Service Mindset?	To enable participants develop and display a service-oriented mindset for them to service customers better	Ownership Thoughtfulness and responsiveness Apologizing Appreciating Common courtesies while talking to customers	Case studies related to customer-service situations Completion of worksheets after a customer-service game ILT coupled with discussions with participants PowerPoint including techniques to display the techniques as a part of the	20 min. (instruction) 40 min. (case-study discussions; completion of worksheets based on customer-service games)	60 min.
4	Moments of Truth in Customer Service	To enable participants understand the importance of leaving a lasting impression with customers any time customers come in contact with the organization -- ensure they meet and exceed customer expectations	Culture of Commitment Moments of Truth in customer service Examples of moments of truth in customer service	Business case study Group Activity Audio-visual file ILT	20 min. (case study) 20 min. (group activity / discussion and AV File) 20 min. (instruction)	60 min.
5	Internal & External Customers	To enable participants recognize and differentiate between their internal and external customers and understand the importance of serving both internal and external	Identification of internal / external customers as well as their specific needs / requirements Importance of servicing internal customers well and the many	Exercise ILT	20 min. (exercise & discussion) 10 min. (instruction)	30 min.
6	Types of Customers	To enable participants identify the various types of customers they may encounter on a day-to-day basis	Aggressive / Demanding Customers Analytical Customers Amiable Customers Irate Customers Complaining Customers	Audio-visual Files Role Plays ILT	20 min. (instruction) 40 min. (role plays, feedback, and discussion)	60 min.
7	Techniques for Resolving Complaints	To enable participants display confidence when dealing with difficult customers by defusing strong emotions; managing their own emotions; paraphrasing; and being empathetic	Active listening Developing a questioning attitude Being empathetic Managing emotions Asking questions Paraphrasing	Audio-visual files Role Plays Worksheets ILT	15 min. of instruction 15 min. of exercise for each focus area	180 min.
8	Setting & Managing Customer Expectations	To enable participants understand the various steps involved in setting and managing expectations with customers	Understanding what customers need -- met and unmet needs Steps to set and manage customers Understanding what value means to customers Setting and managing expectations using IDEAs for various situations	Audio-visual files Exercises / activities Audio-visual files ILT	10 min. (AV file followed by discussion) 15 min. (exercises and activities) 15 min. (instruction)	40 min.
9	Managing Emotions While Working with Customers	Equip participants with tools and techniques that would help them manage their emotions better while interacting with customers	emotional states. These include: Controlling physiology Using the power of questions to focus more effectively -- empowering versus disempowering questions Life metaphors / vocabulary to describe experiences Creative-visualization techniques to manage emotions better	Audio-visual files followed by discussions Role Plays followed by discussions Worksheets ILT	10 min. of instruction 10 min. of exercise for each focus area	80 min.