



ASAE & The Center for Association Leadership announce

Customer Service Management ***A Two-week Facilitated Virtual Course***

Modules:

Module 1 – Customer

Module 2 – Communication

Module 3 – Complaint

Module 4 – Culture

MODULE SUMMARIES

MODULE ONE (1): Customer

Customers are becoming more judicious with their choices and where they take their business. Given the number of options available, it is important for employees to invest their efforts into creating an exceptional experience and maintaining a competitive edge. During this module, participants will examine five principles needed to respond effectively and sustain customer satisfaction.

MODULE TWO (2): Communication

Communication can play a pivotal role in a customer's perception and overall experience. In this module, participants will have the opportunity to describe the impact of communication while examining the differences between verbal and nonverbal communication. Ultimately, the information described in this module will be part of the overall Customer Service Manual created during the course.

MODULE THREE (3): Complaint

Customers are the lifeline of organizations so it is important to support them and contribute to their overall experience. Although complaints may be filed at certain points during their membership, it is important to view these as opportunities. Participants will learn to manage their feedback in a positive manner and encourage them to remain as customers.

MODULE FOUR (4): Culture

An environment that places staff and customer relationships as its first priority is important when looking to transcend a customer's experience. Exceeding both internal and external customers' expectations will have an affect on the organization's financial and interpersonal well-being. In this module, participants will identify elements to create and sustain a customer-focused culture.