

intRAtrain Performance and Learning

Customer Service Management



Our Customer Service curriculum focuses on the customer-facing skills and behaviors essential for working with both internal and external customers, clients, and prospects. These courses are valuable for employees in customer-facing roles, including retail personnel and help-desk staff who have daily customer interactions.

Designed for executives, managers, supervisors, and emerging employees, these courses help individuals become more effective at leading themselves and others.

The Customer Service courses are structured into five sections, each featuring interactive tutorials, Application Activities, and Knowledge Checks. These tools equip you to transform knowledge into immediate, actionable behaviors. If you choose to work with a certified coach, they will support you with additional materials that reinforce learning transfer within your organization.

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Contact Us!
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intRAtrain

intRAtrain PALS eLearning Course Catalog

In Partnership with Chart Learning

Leadership, Personal Development, Compliance, Team Development,
Sales & Customer Services
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Customer Service Management

1. FIRST IMPRESSIONS

- Greetings/Introductions
- Customer Courtesy
- Professional Image/Clothing
- Word Choices
- Telephone Skills

2. BUILDING RAPPORT

- Business Etiquette/Customer Care
- Instant Rapport
- Building Trust and Respect
- Confidence in any Situation
- Building Positive Relationships

3. PRODUCT/ PROCEDURE KNOWLEDGE

- Product & Procedural Knowledge
- Competitive Knowledge
- Building Credibility
- Developing Expertise
- Industry Trend Resource

4. TIME MANAGEMENT

- Missions/Goals/Manage "A" Priorities
- Eliminating Time Wasters
- Scheduling SMART
- Finding Hidden Time
- Maximizing Productivity

5. QUESTIONING

- Information Gathering
- Pinpointing Needs
- Self-Service Questions
- Open-Ended Questions
- Controlling the Conversation

6. LISTENING

- Authentic Listening
- Increasing Concentration
- Developing Curiosity
- Improving Clarity
- Critical Listening

7. PROBLEM-SOLVING

- Early Problem Recognition
- Four Stages of Creative Problem-Solving
- Defining Problems Accurately
- Confident Decision Making
- Crisis Resolution



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8. STRESS MANAGEMENT

- Stress for Success
- Stress Management Techniques
- Resiliency
- Balancing Home and Career
- Preventing Job Burnout

9. DIFFICULT SITUATIONS

- Calming Upset/Irate Customers
- Difficult Customers
- Call Escalation
- Handling Complaints
- Delivering Bad News

10. MANAGING A CUSTOMER SERVICE TEAM

- Creating a Strategy
- Essentials of Customer Service
- Advanced Service Management
- Empowering your Team
- Measure Customer Service Performance

11. CULTURAL SENSITIVITY IN CUSTOMER SERVICE

- Why Cultural Sensitivity Matters
- Exceptional Service across Cultures
- Models to Help Understanding
- Communication Methods
- Confronting Bias

12. FOLLOW-THROUGH

- Upselling Opportunities
- Preventing Buyer's Remorse
- Email Etiquette Follow-Through
- Customer Feedback and Satisfaction Surveys
- Keeping Customers for Life

13. SERVICE ATTITUDE

- Positive attitude
- Character/Integrity
- Service Mistakes
- Equal Respect
- Service Resiliency

14. OPTIMIZING CUSTOMER COMMUNICATION ACROSS CHANNELS

- 4 Types of Customer Service
- Outstanding Customer e-mails and Live Chat
- Support on Social Media
- Mastering Service Phone Calls
- Strategies for Customer Success



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