

OPERATION EXCELLENCE ONLINE TRAINING

~COURSE OUTLINE & OBJECTIVES ~

Introduction

- Navigation
- Welcome & Overview

Module 1: Understanding the Service Experience

- Define customer service excellence.
- Differentiate between a good and poor customer experience.
- Relate customer expectation to the Family and MWR Covenant
- Discuss how the customer's experience defines customer service.

Module 2: Taking Care of the C.U.S.T.O.M.E.R.

- Recognize the importance of your relationship with your customers.
- Analyze the customer service (CS) formula: Good CS = Your Paycheck.
- List the C.U.S.T.O.M.E.R. techniques to take care of the Family and MWR customer.

Module 3: Use Positive Communication

- Discuss why listening is important.
- Identify the five steps for effective listening.
- Understand how to use listening to determine customer needs.
- Recognize how tone of voice and body language impact communication.

Module 4: Use Positive Communication: Telephone & Email Etiquette

- Identify the seven steps for appropriate telephone etiquette.
- Evaluate email etiquette.

Module 5: Show a Positive Image and Attitude

- Describe how an individual's attitude impacts the image of Family and MWR.
- Explore how greetings and image impact first impressions.
- Identify the Family and MWR appearance standards.
- Discuss who controls your attitude.



Module 6: Teamwork

- Recognize the role you play in achieving the Family and MWR Mission.
- Identify your internal and external customers.
- Recognize the impact of teamwork on customer service.
- Identify techniques to support the team.

Module 7: Own Your Job

- Relate how knowledge of one's job impacts the service we provide.
- Discuss how pride in our work impacts the service we provide.

Module 8: Make it Up to the Customer: Solving Problems

- Recognize why customers become upset.
- Use the B.E.S.T. strategy to help work with challenging customers.

Module 9: Make it Up to the Customer: Service Recovery

- Define service recovery.
- Identify service recovery techniques
- Recognize the range of your authority.
- Formulate ways to recover from difficult situations.

Module 10: Extra Mile

- Define value-added service and explain its importance.
- Discover techniques to exceed customer expectations.

Module 11: Professionalism

- Define professionalism.
- Discuss the importance of being aware of what's going on around you.
- Develop ways to take ownership to improve customer service.
- Analyze the impact of keeping your promises.

