

# SHEPARD VT COURSE OUTLINES

## The Customer Focus™

### Course One – An Introduction to Creating Customer Amazement

Chapter 1 – Introduction: The definition of customer amazement: Better than average, all of the time.

Chapter 2 – Creating an Amazing Customer Experience: A world class example of customer service with a lesson from a taxi-cab driver.

### Course Two – Seizing the Moment

Chapter 1 – The Five Levels of Service: Where do you and your organization rank in the Five Levels of Customer Service, ranging from Unacceptable to Trademark?

Chapter 2 – The Internal Customer: Focusing on internal customers is just as important as the external customer.

Chapter 3 – Moments of Truth: Any “touch point” or interaction you have with your customer is an opportunity for them to form an impression.

Chapter 4 – Moments of Magic®: Any positive Moment of Truth is a Moment of Magic®

Chapter 5 – Customer Service is Not a Department. It’s a philosophy: Customer service is everyone’s responsibility, regardless of job title and responsibility. This chapter concludes with three simple customer service strategies that you will implement immediately.

### Course Three – Transforming the Moment

Chapter 1 – From Misery to Magic: Complaints are opportunities to show how good you are.

Chapter 2 – Problem Solving: Resolving complaints and solving problems.

Chapter 3 – Problem Prevention: Proactive complaint resolution.

Chapter 4 – The Complaint, the Problem and the Conflict: The perception of a complaint or problem belongs to the customer.

Chapter 5 – Solving Their Problems: Solving the problem isn’t good enough. You must also restore confidence.

Chapter 6 – How to Say “NO”: Even though our customers hate to be told “no,” sometimes it is necessary.

Chapter 7 – Recovering From a Moment of Misery™: Eight steps to help recover from a Moment of Misery™ plus three additional customer service strategies that you will implement immediately.

### Course Four: Improving the Moment

Chapter 1 – Focus on the Phone: Introduction to using the phone with strategies that also work with in-person, face-to-face interactions.

Chapter 2 – The Seven Principles: Seven basic phone strategies that focus on the customer.

Chapter 3 – Handling the Angry Caller: Simple solutions for dealing with an angry customer.

Chapter 4 – Looking at Complaints from Both Sides: Complaints are opportunities to show how good you are. Embrace them.

Chapter 5 – A Complaint Management Strategy: Defuse the anger or confrontation and resolve the complaint.

Chapter 6 – Moments of Innovation: A process to create an ever-improving organization.

Chapter 7 – Three More Customer Service Strategies: plus even More Moments of Magic.

Chapter 8 – Final Thoughts – Final comments about creating *Customer Amazement*.

Chapter 9 – Conclusion: The final three instantly implementable customer service strategies. And your final quiz!