



PrimeLearning.com™

An eLearning Curriculum Overview

PrimeCustomer Care™

Providing Customer-Centric Service

Executive Summary

The PrimeCustomer Care™ curriculum provides strategies to enhance even the most difficult customer situations. Learners are encouraged to examine the people whom they define as customers, evaluate specific customer requirements, and initiate actions to improve relationships. Real-world case studies provide learners with opportunities to transform a potentially negative customer experience into a positive one.

At the center of the PrimeLearning solution is world-class content. Our content partners are leading corporations, authors, academics, publishers and business experts.

Our Unique Approach

At PrimeLearning.com, we strive to improve the skill level of individuals within your organization, as well as the business performance of your entire organization. That aim forms the foundation of our instructional design philosophy.

Objectives are at the very core of all PrimeLearning.com courses. Each course topic focuses on the accomplishment of specific performance objectives and the development of valuable new skills. The PrimeCustomer Care curriculum is both practical and relevant, using examples and case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ capability uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies. The mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total web-based learning experience.

To facilitate continuous learning and performance improvement, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines. Resources such as Internet links, recommended reading lists, glossaries and company specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.

Eleven Courses Address All Aspects of Customer Care

Creating Customer Focus

1. The Value of Customer
2. You Make the Difference
3. Who is the Customer?

Excelling at Customer Care

4. Customers Define Success
5. Recognize Critical Moments
6. Increase Sales via Service

Communicating With Care

7. Service Face to Face
8. Service via the Telephone
9. Service via the Internet

Rising to the Customer Challenge

10. Turn Complaints to Delight
11. Engage Difficult Customers

The PrimeCustomer Care curriculum offers valuable insights and best practices for all levels of professionals who provide customer support services for colleagues and clients including:

- Customer Service Representatives
- Help Desk staff
- Sales Professionals
- Professional support staff



The *PrimeCustomer Care* courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages professionals in a top-down roll-out of proven techniques. Each web-based course is broken down into multiple topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources round out the learning experience.

The PrimeCustomer Care™ Curriculum

Creating Customer Focus

Duration: 6-7 hours
Prerequisites: None
Courses: The Value of Customer Care, You Make the Difference, Who is the Customer?

The organizations that will succeed within today's dynamic business environment demonstrate a focused commitment to their customers' needs. This module helps learners to identify their specific customers and to review strategies to provide exemplary customer service.

Excelling at Customer Care

Duration: 6-7 hours
Prerequisites: None
Courses: Customers Define Success, Recognize Critical Moments, Increase Sales via Service

Exceeding a customer's expectations guarantees a successful, long-term relationship. This module coaches the learner to identify the customer's definition for success, manage their expectations, and promote future products and services.

Communicating with Care

Duration: 6-7 hours
Prerequisites: None
Courses: Service Face-to-Face, Service via the Telephone, Service via the Internet

The techniques used to manage different customer situations will vary by the type of communications environment. This module introduces proven customer service strategies for in-person, telephone, and internet-based scenarios.

Rising to the Customer Challenge

Duration: 3-4 hours
Prerequisites: None
Courses: Turn Complaints to Delight, Engage Difficult Customers

Although not all requests may be able to be fulfilled, customers still need to feel that their concerns are being fully addressed. This module describes proven techniques to turn a negative customer reaction into a long-term relationship.

For more information

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