



PrimeLearning.com™

# PrimeCustomer Care™ Providing Customer-Centric Service

## An eLearning Curriculum Synopsis



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## A Curriculum Synopsis

### 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.

The *PrimeCustomer Care* curriculum provides 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.

## Curriculum Summary

### Eleven *PrimeCustomer Care*™ Courses Address:

#### ***Creating Customer Focus***

1. The Value of Customer Care
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

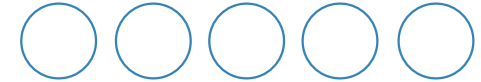
#### ***Communicating With Care***

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

## Providing Customer-Centric Service



### Creating Customer Focus (CC0011)

<b>Description</b>	The organizations that will succeed within today's dynamic business environment are those that demonstrate a focused commitment to their customers' needs. This module helps learners to identify their specific customers and strategies to provide exemplary customer service.
<b>Target Audience</b>	Professionals whose role requires interpersonal communications with people internal and external to the organization.
<b>Duration</b>	6-7 hours
<b>Prerequisites</b>	None
<b>Media</b>	Internet

<b>Course</b>	<b>Description</b>	<b>Objectives</b>	<b>Topics</b>
The Value of Customer Care	This course identifies the positive benefits accrued by organizations which implement customer-focused procedures.	Learners will be able to identify the important role of customer care within an organization.	<ul style="list-style-type: none"> <li>• The Benefits of Customer Care</li> <li>• Standing Out With Customer Care</li> </ul>
You Make the Difference	This course emphasizes the importance of every customer interaction.	Learners will be able to recognize the importance of each customer interaction.	<ul style="list-style-type: none"> <li>• The Human Touch</li> <li>• Applying the Human Touch</li> <li>• Customer Care and Motivation</li> </ul>
Who is the Customer?	This course offers strategies to address the specific needs of internal and external customers in order to develop positive relationships.	Learners will be able to identify internal and external customers and the service requirements of each one.	<ul style="list-style-type: none"> <li>• Customer Relationship Management</li> <li>• Internal Customers</li> <li>• Value Chain Management</li> <li>• Case Study</li> </ul>

## Excelling at Customer Care (CC0012)

<b>Description</b>	Exceeding a customer's expectations guarantees a successful, long-term relationship. This module coaches the learner to define the customer's definition for success, manage their expectations, and promote additional transactions for future products and services.
<b>Target Audience</b>	Professionals whose role requires interpersonal communications with people internal and external to the organization.
<b>Duration</b>	6-7 hours
<b>Prerequisites</b>	None
<b>Media</b>	Internet

<b>Course</b>	<b>Description</b>	<b>Objectives</b>	<b>Topics</b>
Customers Define Success	This course provides techniques to examine a situation from a customer's point of view and to respond appropriately.	Learners will be able to respond to situations from a customer's point of view.	<ul style="list-style-type: none"> <li>• Trends in Customer Service</li> <li>• The Customer Care Equation</li> <li>• Customer's Criteria</li> <li>• Customer Sensitivity Levels</li> </ul>
Recognize Critical Moments	This course reviews proven strategies to identify a situation as an opportunity to strengthen a customer relationship.	Learners will be able to recognize a critical moment and quickly determine appropriate action.	<ul style="list-style-type: none"> <li>• Moments of Truth Guidelines</li> <li>• Analyze Moments of Truth</li> </ul>
Increase Sales via Service	This course describes sales-focused customer service strategies.	Learners will be able to increase sales by ensuring customer satisfaction.	<ul style="list-style-type: none"> <li>• Sales Orientation</li> <li>• Features and Benefits</li> <li>• The Nature of Persuasion</li> </ul>

## Communicating with Care (CC0013)

<b>Description</b>	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.
<b>Target Audience</b>	Professionals whose role requires interpersonal communications with people internal and external to the organization.
<b>Duration</b>	6-7 hours
<b>Prerequisites</b>	None
<b>Media</b>	Internet

<b>Course</b>	<b>Description</b>	<b>Objectives</b>	<b>Topics</b>
Service Face to Face	This course describes several key verbal and non-verbal communication strategies to employ for successful in-person customer service relations.	The learner will be able to communicate effectively with customers in a face-to-face situation.	<ul style="list-style-type: none"> <li>• Face-to-Face Contact</li> <li>• Critical Success Factors</li> <li>• Benefits of Active Listening</li> </ul>
Service via the Telephone	This course describes several strategies to employ for successful telephone-based customer service relations.	The learner will be able to communicate effectively with customers over the telephone.	<ul style="list-style-type: none"> <li>• The Significance of the Telephone</li> <li>• Telephone Success Factors</li> </ul>
Service via the Internet	This course describes several proven web-based strategies to ensure individualized customer satisfaction.	The learner will be able to communicate effectively with customers over the Internet.	<ul style="list-style-type: none"> <li>• The Significance of the Internet</li> <li>• E-mail Success Factors</li> </ul>

## Rising to the Customer Challenge (CC0014)

<b>Description</b>	Even though all requests may not always be able to be fulfilled, customers need to feel that their concerns are being addressed and considered. This module describes proven techniques to turn a negative customer reaction into a long-term relationship.
<b>Target Audience</b>	Professionals whose role requires interpersonal communications with people internal and external to the organization.
<b>Duration</b>	3-4 hours
<b>Prerequisites</b>	None
<b>Media</b>	Internet

<b>Course</b>	<b>Description</b>	<b>Objectives</b>	<b>Topics</b>
Turn Complaints to Delight	This course demonstrates proven strategies to transform a difficult customer situation into a positive client experience.	Learners will be able to convert an unhappy customer into a delighted customer.	<ul style="list-style-type: none"> <li>• The Value of Complaints</li> <li>• The Service Recovery Process</li> </ul>
Engage Difficult Customers	This course describes techniques to diffuse a negative situation by addressing the specific concerns and creating a positive client experience.	Learners will be able to satisfy difficult customers by applying techniques appropriate for the situation.	<ul style="list-style-type: none"> <li>• The Unreasonable Customer</li> <li>• The Angry Customer</li> <li>• The Unhelpful Colleague</li> <li>• Case Study</li> </ul>

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