

# **CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED**

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CERTIFICATE  
IN LEGENDARY CUSTOMER CARE

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**CONTENT DOMAIN**

# **CERTIFICATE IN LEGENDARY CUSTOMER CARE**

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The Certificate in Legendary Customer Care is designed to prepare persons to become specialists in their craft. The CLCC offers candidates the opportunity to study for an accredited programme that recognizes not only the growing importance of the service sector, but also the key role played by customer satisfaction in the building and maintenance of lasting commercial relations.

## **Program Overview:**

The CLCC focuses on the role customer service plays in today's business environment. This 5-day (30-hour) programme is targeted at line employees, supervisors and managers in the public and private sector. It is also designed for final year high school and college students and others who are interested in competing for entry-level positions in today's customer service-oriented workplace.

## **Learning Outcomes:**

Upon successful completion of this program, participants will be able to:

- ✱ Identify the principles of quality customer care
- ✱ Identify the differences between customers' needs, wants and desires
- ✱ Explain how attitudes and habits effect service
- ✱ Demonstrate the art of dealing with difficult customers
- ✱ Identify what adds value to the customer's experience
- ✱ Discuss the importance of listening to the customer
- ✱ Explain the importance of projecting a professional image
- ✱ Recognize the importance of projecting professionalism on the telephone
- ✱ Discuss the importance of building winning relationships at work through teamwork
- ✱ Explain the importance of building customer loyalty

# MODULE ONE:

## PRINCIPLES OF QUALITY CUSTOMER CARE

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- ✚ The Primacy of the Customer
- ✚ Customer Expectations and Service Delivery
- ✚ Traditional customer service versus quality customer service
- ✚ Defining quality customer care
- ✚ Customer Contact Techniques
  - ✚ **Professionalism:**
    - Components of the Professional
    - What is Professionalism?
    - Who is a Professional?
    - The Customer Service PROFESSIONAL
  - ✚ **Friendliness:**
    - Components of Friendliness
    - Effective Customer Service Delivery
    - What distinguishes a good business from a mediocre one?
  - ✚ **Courtesy:**
    - Components of Courtesy
  - ✚ **Empathy:**
    - Components of Empathy
    - Empathy versus Sympathy
    - Empathy as part of the 7-step approach to handling customer complaints
    - Why we need to learn empathy
  - ✚ **Responsiveness:**
    - Definition of 'responsiveness'
    - Components of Responsiveness
    - Responsiveness as the second most critical dimension of service quality
  - ✚ **Anticipation:**
    - Components of anticipation
  - ✚ **The Three Phases of the Customer's Experience at the Transport Authority**
    - A Fine Greeting
    - Making the Customer Comfortable
    - A Fine Farewell
  - ✚ **Harvard Business School Study on the Benefits of Quality Service**

## **MODULE TWO: KNOWING THE CUSTOMER**

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- ✚ The Four “As” of Caring
- ✚ The Principles of Hospitality
- ✚ Baber’s Rules of Customer Service
- ✚ What customers consider as good service: The six ingredients
- ✚ The Seven “Cs” of Effective Customer Service
- ✚ **Models of Service:**
  - ✚ Model One: Three Attitudes of Service
  - ✚ Model Two: The Four Zones of Service
  - ✚ Model Three: The Four Approaches to Service
  - ✚ Model Four: Ben Henry’s Service Delivery Syndromes
- ✚ **Descriptors of Effective Customer Service Delivery: The Three Dimensions**
- ✚ **Determining Customer Requirements in an Organization**
- ✚ **Attitudes and Habits and their Effects on Service:**
  - ✚ Swindoll on Attitude
  - ✚ Definitional issues
  - ✚ Winning attitude traits
  - ✚ Stanford Research Institute findings
  - ✚ Why your attitude is important
  - ✚ Why you send a positive attitude
  - ✚ The signs of a good attitude
  - ✚ The signs of a bad attitude
  - ✚ The four components of non-verbal communication
- ✚ **Enhancing the Brand:**
  - ✚ What is a brand?
  - ✚ The key elements affecting a company’s brand perception
  - ✚ Appearance: “Showing the Brand”
  - ✚ Attitude: “Acting out the Brand”
  - ✚ Service: “Carrying out the Brand”
  - ✚ Product Knowledge

## **MODULE THREE:**

### **DEALING WITH DIFFICULT CUSTOMERS**

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- ✚ The four types of difficult customers:
  - ✦ The Distracted Customer:
    - Who is he/she?
    - How to deal with a distracted customer
  - ✦ The Whining Customer:
    - Who is he/she?
    - How to deal with a whining customer
  - ✦ The Disappointed Customer:
    - Who is he/she?
    - How to deal with a disappointed customer
  - ✦ The Disrupted Customer:
    - Who is he/she?
    - The three problems created by the disruptive customer
    - The spawning of the disruptive customer
    - Disruptive behaviour
    - How to deal with a disruptive customer
  - ✦ The Professional as a Problem-Solver:
    - The 7-step approach to handling customer complaints

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## **MODULE FOUR:**

### **SERVICE AND THE PROFESSIONAL**

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- ✚ **Enhancing Customer Value:**
  - ✦ The customer value triad
  - ✦ Value for money and customer perception
  - ✦ Managing the relationship with your customer: four reasons for building good relationships
  - ✦ The Three-Step Process to Managing the Relationship with your Customers
  - ✦ Managing Customer Behaviour
  - ✦ Managing Customer Expectation
  - ✦ Managing Customer Perception
- ✚ **Mastering the Art of Listening:**
  - ✦ The Four Essential Listening Tools
  - ✦ Hearing Vs. Listening
  - ✦ Types of Listening: Casual, Attentive, Empathic

- ✳ Types of Listening: Active, Inactive, Selective, Reflective
- ✳ Listening with Purpose
- ✳ Why we aren't better listeners
- ✳ Why listening is so important
- ✳ The benefits of quality listening
- ✳ The consequences of not listening
- ✚ **Professionalism and the Professional:**
  - ✳ The three components of the professional: Attitude, Effort, Environment
  - ✳ Projecting a professional image
  - ✳ Honing your skills to perfection
  - ✳ Five key commitments for a customer service representative
- ✚ **Projecting Professionalism on the Phone:**
  - ✳ How people receive messages from other people
  - ✳ The telephone and organizational success: The triple-win
  - ✳ Six points critical to customer telephone courtesy
  - ✳ The importance of Telephone Customer Service Representative (TCSRs)
  - ✳ Telephone standards for success
- ✚ **The Professional as a Team Player:**
  - ✳ Definitional issues
  - ✳ Building a team at the workplace
  - ✳ The importance of being a team player
  - ✳ The six components of great teamwork: Internal Customers, Sharing of Clear Goals, Commitment to Excellence, Continuous Improvement, Great Communication, Positive Cooperation
  - ✳ Teamwork makes the dream work
  - ✳ Winning teamwork traits
  - ✳ Advantages of Teamwork

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## **MODULE FIVE:**

# **WINNING CUSTOMERS' RESPECT AND ADMIRATION**

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- ✚ **Stroking the Customer is good for business:**
  - ✳ Negative strokes
  - ✳ Positive strokes
  - ✳ The importance of stroking in customer service
- ✚ **Building Customer Admiration:**
  - ✳ What's happening on the customer service front
  - ✳ Why the service provider is so important to the organization
  - ✳ Why excellent customer service is so rare
  - ✳ The outcomes of customer satisfaction
  - ✳ The outcomes of customer dissatisfaction

- ✳ Mastering the art of creating great memories for the customer
- ✚ **The Issues of Reliability:**
  - ✳ Definition of reliability
  - ✳ The three sources of service promises
- ✚ **Best Practices in Customer Service:**
  - ✳ Definitional issues
  - ✳ Sample organizations which are profiting from the delivery of service excellence
  - ✳ Highlights of the individual organization's success
  - ✳ The reasons for their success
  - ✳ What separates these organizations from the rest
  - ✳ Why it makes sense for organizations to embrace service excellence

### **Program Methodology:**

Highly interactive workshop involving individual and group work, discussion, role play, video / DVD presentation.

### **Program Evaluation:**

The final evaluation will consist of a 2-hour multiple choice examination of 100 questions. Candidates would need to obtain a pass mark of at least 60% to be successful. Examination will be held on the last day of the workshop.