

Customer service

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- Customer service success-general overview
- Customer care job descriptions
- Fact about customer service

2

- Face to face with customers
- A company visit
- Meeting do's and don'ts
- At a trade fair
- The invisible customer

3

- Dealing with customers on the phone
- What the customer really hears
- General telephoning
- The customer care phone call

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- Call centre success
- Customer- centered call centers
- Hotline (troubleshooting)

5

- Customer care through writing-letters and email
- Formal and informal styles
- Analysing case studies of customer service

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- Dealing with complaints and problems- strategies
- The letter of apology
- Company policies
- Some opinions related to complaints and apologies