

Customer Service Collection DVDs

Usual Price: RM6,300
Special Promo: RM4,300

- Includes delivery to anywhere in Malaysia and Singapore
- Promotion ends on 31 January 2010



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Teach your staff how to impress customers with memorable service!

Keeping your customers happy is one of the most important parts of running a business. However, sometimes your employees may not have the skills necessary to provide the best service possible. This set of nine customer service training videos will help fix that! Whether it's over the phone or in person, employees will learn to be attentive, listen to customers' needs, and handle tough situations in a professional manner.

Key customer service training points:

1. How to make a great first impression.
2. 13 crucial do's and don'ts for basic telephone courtesies.
3. Keep an open mind and avoid jumping to conclusions.
4. Create personal relationships with your customers.
5. Communicate customer feedback throughout the organization.
6. By the time your staff has seen everything these programs have to offer, they'll be more than prepared for any customer service situation that might arise.



<p>The ART of Customer Service</p>	<p>The Essentials of Customer Service</p>	<p>Creating the Repeat Customer</p>	<p>The Customer Service Connection</p>	<p>Dealing With Irate Customer 2</p>
<p>It's Your Call</p>	<p>Listening Under Pressure</p>	<p>Serving Customers, Helping People</p>	<p>Telephone Customer Service Skills for CSR</p>	

THE A.R.T. OF CUSTOMER SERVICE

This customer service video offers fun and easy-to-remember guidelines to increase customer satisfaction. Excellence in customer service boils down to three basic ideas: give customers the attention they want, the respect they deserve, and the time to answer their questions and take care of their needs. This newly revised customer service video uses humorous scenes mixed in with first-person responses to tell viewers what customers really want.

Restaurant waiter Rick thinks he's great at customer service. But in actuality, he's forgetful, neglects his customer's needs, and he's a klutz. Rick soon learns that there really is an ART to customer service:

- Attention—make the customer feel like they're your first priority.
- Respect—recognize the customer's value.
- Time—take enough time to satisfy the customer.

THE ESSENTIALS OF GREAT SERVICE

All employees with customer contact—in person or on the phone—will benefit from this sharp-witted look at what makes great customer service.

Comedy Central created a customer service training video?!! Yes, and it's a real winner. Darrell Hammond, of Saturday Night Live fame, takes us into a big city coffee bar where we watch customer service in action. The camera follows employees as they practice behaviors that create great customer satisfaction. Viewers learn how to anticipate customer needs and do "a little something extra."

First impressions are as important as ever; a neat appearance, listening carefully, and speaking clearly are easy ways to let the customer know you care. Of course, not every customer experience will be a smooth one. Partnering with customers to come up with a solution to a problem will let customers know you're on their side.

Key training points:

- How to make a great first impression.
- How to make customers feel special.
- How to earn the respect of customers.
- How to listen actively.
- How to solve customers' problems.

CREATING THE REPEAT CUSTOMER

This customer service training video will teach your employees the six key elements of great customer service. Emmy winner Ross Shafer is a customer service professional. If he doesn't give his comedy club audiences what they've come for—laughter—he's out of business. Sharing his experience, he takes our camera crew on a fast-paced tour of businesses where customer service is key—and other locations where the service ends up scaring customers away!

Attitude is a major factor in making your customers feel like more than just customers. Coming at customers with sarcasm or derision will probably send people fleeing from your establishment. A happy image both in person and over the phone puts your employees and your business in a positive light.

Learn the following customer service skills:

- Make a good first (and lasting) impression.
- Show competence by listening to customers.
- Create personal relationships with your customers.
- Give customers more service than they expect.
- Resolve conflicts quickly.
- Thank customers for their feedback.

THE CUSTOMER SERVICE CONNECTION

This customer service DVD discusses skills, attitudes, and policies that win customers. Successful companies put customers at the center of every decision and every transaction. Good customer service skills require tact, consideration—even conflict management skills.

In this customer service DVD, professionally-acted scenes in a variety of businesses (bike shop, book store, machine shop) depict the universal importance of greeting customers, listening, evaluating customer needs, and responding appropriately. Phone skills are reviewed, as are the skills required to satisfy difficult customers.

Customer service staff will learn how to:

- Manage rushed and chaotic situations.
- Handle angry or manipulative customers.
- Stay cool under pressure.
- Increase customer loyalty.
- Communicate customer feedback throughout the organization.

DEALING WITH THE IRATE CUSTOMER 2

This customer service video teaches skills that help turn angry customers into satisfied customers. It's hard to keep your cool when dealing with difficult customers. After all, it's only human to get defensive and fight back—or cave in and give them whatever they demand.

- This training video includes valuable tactics, including:
- Connect with the angry customer.
- Show empathy or apologize if appropriate.
- Guide the customer's attention toward solving the problem.
- Use positive language.
- Have the customer make small decisions.
- Take a timeout or draw the line.
- Know what you can offer.

IT'S YOUR CALL

Everyone can learn how to handle telephone calls smoothly and professionally with this telephone customer service DVD.

Ross Shafer, winner of six Emmy Awards, takes a break from Hollywood to put a fun face on the skills that matter when answering a business call.

Ross takes Mike, a warehouse worker, and puts him on the company telephones during what should be a quiet lunch hour. But before Mike can get the hang of it, he stumbles through a series of funny—and all too realistic—mistakes, proving that great telephone customer service takes real skill. Once he understands it's harder than it seems, Mike gets down to business.

In this humorous telephone customer service DVD, we learn:

- 13 crucial do's and don'ts for basic telephone courtesy.
- 5 essential elements for taking phone orders and generating extra sales.
- A surefire 3-step formula for handling angry callers.

LISTENING UNDER PRESSURE

This customer service training DVD teaches you how to keep your customers happy by showing them you care. Life is full of distractions, and the work environment is no exception. Especially when you're dealing with customers. It's easy to get sidetracked by coworkers, cell phones, other customers, and a hundred other things. Good listening skills are essential for meeting customer needs—and ensuring a positive experience with your organization.

In three entertaining and informative stories, you'll learn the right and wrong ways to handle customer service challenges. You'll learn how three specific listening skills can soothe irate customers; help you get the information you need to solve their problems; and keep your focus in spite of interruptions. Once you've mastered these crucial skills, great customer service will be second nature.

Learn three effective listening skills:

- Attentive—make the customer your first priority.
- Active—ask questions that address the clients' concerns.
- Objective—keep an open mind and avoid jumping to conclusions.

SERVICE CUSTOMERS, HELPING PEOPLE

This customer service video shows your employees how being themselves will naturally lead to better customer service. The basis of great customer service is "people helping people." Remember that the customer in front of you—or on the other end of the phone line—is a person just like yourself.

Five rules for improved customer service:

- Make your customers feel welcome.
- Ask and listen.
- Give your undivided attention.
- Go the extra mile.
- Show you appreciate your customers' business.

TELEPHONE CUSTOMER SKILLS: BASIC AND ADVANCE CSR SKILLS

Set in a real-world call center, this telephone training video teaches the skills necessary for smooth, professional customer service over the phone. It shows the right way to make a good impression on customers, and how to handle all calls successfully.

The kind of service that customers receive over the phone is a good indication of how an organization is run. Too often, customer service representatives (CSR) are bogged down by distractions and misunderstandings, hearing what they want to hear and thinking about what they're going to say next. Being an effective listener is the first step toward customer satisfaction.

Viewers learn ten valuable telephone customer service skills:

- Listening effectively.
- Extending common courtesy.
- Avoiding the wrong impression.
- Using the customer's language.
- Gathering customer information.
- Satisfying the angry customer.
- Managing technology.
- Writing effective email.
- Preparing a mental script.
- Closing the conversation.