



CUSTOMER SERVICE

course offerings

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FRONT DESK	COURSE DESCRIPTION
Role Overview*	<i>This course will outline the role and responsibilities of a customer service professional as well as best practices to deliver quality service and exceed expectations.</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with customers.</i>
Phone Etiquette	<i>To master proper phone etiquette with guests and staff while effectively communicating amongst departments.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Effective Communication	<i>Learn how written and verbal communication can make your job easier.</i>
Handling Objections & Service Recovery	<i>To effectively uncover a guest complaint or objection and how to create and deliver a successful service recovery plan.</i>
Upselling*	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Controlling the Moments of Truth*	<i>You have probably experienced a client interaction where everything was going well, until it wasn't anymore. Take this course on Controlling the Moments of Truth to learn how to take charge of every client situation and be proactive during every step of the process.</i>



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5 ESSENTIAL COURSES	COURSE DESCRIPTION
Own the Experience*	<i>Providing an unprecedented Customer Experience (CX) is more than offering great service. It means offering a great experience from the awareness stage, through the purchasing or servicing process and finally through the post purchase or service process. In this course you will learn how to Own the entire Customer Experience.</i>
Elevate Engagement*	<i>Asking the right questions and seeking to understand is key before you can offer any solution. The second step when creating a customer experience is to Elevate Engagement. In this course you will learn key tactics to elevate the conversation from a “break-fix” to a shared and agreeable outcome.</i>
Be The Expert*	<i>Part of creating an exceptional Customer Experience is being able to clearly articulate solutions with confidence. In this course, you will learn the third step of creating a superior customer experience, presenting yourself as the expert connection. You will understand how to apply the skills to demonstrate confidence and maintain control of the situation and the customer experience.</i>
Message Effectively*	<i>The fourth step when creating a customer experience is to Message Effectively. Customers are not always disciplined in knowing what they want. And they are not always as educated as we would like them to be. In this course you will learn communication techniques, phraseology, and key words that will create a positive impact on the customer, no matter the circumstance.</i>
Project Excellence*	<i>Projecting excellence at all times is part of a strong culture and creating customer loyalty. In this course, you will learn strategies and tactics to project the company’s culture of service with your customers and your internal customers – your teammates. You will be able to demonstrate a high level of customer service intensity, articulate what excellence means, and how to deliver the CX Essentials with confidence.</i>

