

Management and Strategy Institute, LLC.

Strategic Customer Service Skills Certified (SCSSC)

Course of Study

Introduction

In this course, participants will learn how improve customer services by employing effective techniques and strategies. In this course, participants will learn how improve customer services by employing effective techniques and strategies.

When companies become mature in a given industry, there may not be a big difference between their products and their competitors. A customer can buy a service or product from any of these competitors as they would all have a similar established feature-set. This is when customer service becomes the greatest differentiator between these companies. This is why it is extremely important to allocate resources and training to it as part of a strategy to keep a company competitive..

The SCSSC exam is a timed, online exam. It consists of approximately 25 questions and has a required passing score of 70%.

Competencies

This course of study covers the following competencies:

Introduction

- In this course you will explore a variety of techniques on improving your customer service skills.
 - Learning Outcome: Understand customer service statistics, aiming to be positive, positive keywords, strategies to create loyalty and choosing the write actions.

Managing Customer Expectations

- Often customer service is about managing customer expectations. When a customer's expectations are not satisfied you will end up with an unhappy one.
 - Learning Outcome: Understand managing a customer's expectations. This will include explicit expectations, implicit expectations, technological expectations, and more.

What Not to Say

- When interacting with customers, you need to be aware of what you say and how you say it.
 - Learning Outcome: Understand key words and phrases that should be avoided.

Handling Angry Customers

- Occasionally you may need to handle a difficult situation or deal with an angry customer.
 - Learning Outcome: You will explore a number of scenarios and learn how to deal with angry customers.

Responding to Complaints

- Handle complaints using a variety of strategies to minimize negativity and increase customer loyalty.
 - Learning Outcome: know how to handle customer complaints.

Learning Resources

Recommended:

Material included with your purchase is required reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required, however it will assist you in becoming certified.

- Renee Evenson (September 12, 2007), Award Winning Customer Service: 101 Ways to Guarantee Great Performance, ISBN-13: 978-0814474549
- Matt Watkinson (January 24, 2013), The Ten Principles Behind Great Customer Experiences, ISBN-13: 978-0273775089

Preparing for Success

In order to successfully complete the SCSSC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 2-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.