

Customer Service Training

Description

Students are the driving force and the reason an academic institution exists.

Willamette's long-term success depends on customer loyalty so, knowledge of *internal and external* customers, skillful interaction, and the ability to deal with customer inquiries and complaints, will allow front-line personnel do their part to keep the institution strong and healthy.

Objectives

After this training program, the trainees will be able to:

- Discuss the importance of customers.
- Identify the institution's customers.
- Explain customers' needs during an interaction.
- Demonstrate how to deliver that experience.
- Deal with customer complaints in the right way.

Audience

This training is designed for individuals participating in customer service activities. These activities can be for either *internal* or *external* customers.