

Advanced Customer Service (Service CRM)

Category	Description	Content	Proposed Training Dates
Advanced Customer Service	Customer Lifecycle Engagement	<p>Introduction to Customer Relationship Management for Service</p> <ul style="list-style-type: none"> • Training on how to find and maintain valid and relevant customer information while staying in compliance with Canadian anti-spam legislation • Learn the skills to create and manage organizational and corporate hierarchies • Develop the skills to research customer businesses and their products and services to gain knowledge of a customer’s business and enhance service opportunities • Training on how and why we track customer communication history and share information 	
	Advanced Case Management	<p>Advanced Case Management and Customer Service Skills</p> <ul style="list-style-type: none"> • Learn how to improve customer service and develop the skills to better handle face to face interactions with customers • Learn the value of and skills to establish a case management practice to enable you to reply sooner, resolve matters faster, maintain historical information, and generate analytics • Develop the skills to enable the customer service team to best work together and to allocate resources to collaboratively resolve issues in shorter timeframes • Learn the skills to establish, understand, manage and utilize a knowledgebase • Learn to skillfully manage escalation and respond faster with valuable information • Learn to use case histories and past successes to resolve open matters faster 	
		<p>Advanced Communication Skills</p> <ul style="list-style-type: none"> • Learn the skills to leverage customer service to build stronger relationships with your customers • Determining and using your customer’s preferred medium to keep the lines of communication open 	

	<p>Advanced Communications</p>	<ul style="list-style-type: none"> • Training on media skills to be able to use social media to address negative feedback and customer issues • Learning the art of follow up messages that give you the information you need and give the customer peace of mind • Develop the skill of detailed communications collection and sharing to enable multi-department customer support 	
	<p>Mobility</p>	<p>Advanced Customer Service Mobile</p> <ul style="list-style-type: none"> • Develop the skills necessary to ensure you stay up to date while out of the office • Learn the correlation between responding to customers faster and better customer satisfaction levels. Develop the skills to address and document support issues for your customers while out of the office • Develop the necessary skills and processes to ensure that after hours support is effective and results in customer retention • Develop an understanding of security risks with mobile work and learn the necessary skills to ensure that company and customer information is secure in a mobile environment 	
	<p>Business Intelligence</p>	<p>Advanced Business Intelligence</p> <ul style="list-style-type: none"> • Grow your customer service skills with training in understanding and utilizing pooled information shared across the company • Understanding and using customer service analytics to make information driven decisions • Training on how to set and manage your company's and your personal service targets • Skills training in leveraging support cases and boosting sales, customer satisfaction and your skill set • Develop the skills to empower your team by developing personalized reporting skills and tools for their individual roles, targets, task lists, and customers • Learn to manage information in a sharing environment without jeopardizing privacy rules and requirements 	

Sessions: 10+

Frequency: Twice a week recommended

Hours: 20+

Instructors: Jacob Steinfeld, Ed Michitsch, Das Karia

Course Capacity: 1-12 attendees recommended

Cost: \$225-275/hr. Prices are subject to change.