

# Excellence in Service: Basic

## Topic-Level Outline

---

**Days:** 1

**Prerequisites:** *None*

**Unit 1: Customer service fundamentals**

**Topic A:** Customer service and customers

**Topic B:** Customer interaction

**Topic C:** Customer expectations

**Unit 2: Customer service skills**

**Topic A:** Attitude and attention

**Topic B:** Quality of service

**Topic C:** Problem resolution

**Unit 3: Customer management**

**Topic A:** Dissatisfied customers

**Topic B:** Angry customers

**Topic C:** Upset customers

**Topic D:** Stress in service situations

**Unit 4: Customer communication**

**Topic A:** Communication fundamentals

**Topic B:** Interpersonal communication

**Topic C:** Telephone skills

**Topic D:** E-mail etiquette