Ten Tips for Effective Customer Service Training

Important points to consider when training customer service employees. . .

Who are the most important people in your organization? It may come as a surprise to learn that the most important people are your employees -- not your customers. Customers come second.

Without qualified and well-trained employees committed to strong customer service all of your efforts to please customers will be fruitless.

Customer service training has become a popular way for service organizations to provide employees with the information they need to meet customer needs.

1. Start with the end in mind.
2. Define success.
3. Communicate your expectations.
4. Provide the tools that employees need to serve your customers.
5. Let employees know their limits.
6. Gather common situations and scenarios to use as examples.
7. Role play common challenging situations.
8. Encourage employees to talk to their "worst nightmare" customers.
9. Share failures - celebrate successes.
10. The most effective training? The example you set.

It should not, however, be considered a one-time or annual event. Customer service training is an ongoing process that needs to be incorporated into the organization's culture and way of doing business.

Good customer service training will be based on the needs of your organization as well as the skill level of your employees. Included are some key elements in ensuring that your customer service training efforts get results.

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"Train your people to be independent of you, not dependent on you."

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