

# CCDT CURRICULUM

## BASIC SERVICE

**This course is designed to explore the intricacies behind the customer relationship and its importance to the success of a business. It covers techniques that are vital to the effective communication between an employee and their customer; and applies those techniques so that the individual learner can begin to hone their craft.**

### **Module 1: THE CUSTOMER RELATIONSHIP**

The customer relationship defined

Components

Importance

The 4 R's of customer service

### **Module 2: NON-VERBAL COMMUNICATION**

Understanding What Your Body is Saying

Non-verbal communication defined

Importance

Non-verbal Communication: Applied Learning

### **Module 3: THE COMPLETE GREETING**

Your Customer's Initial Perception

The 4 components of a complete greeting

The failure of the incomplete greeting

What happens when you miss information?

The Complete Greeting: Applied Learning



# CCDT CURRICULUM CONTINUED

## BASIC SERVICE

### **Module 4: VOICE CHARACTERISTICS**

It's Not What You Say...

Voice characteristics defined

Experienced Conveyance™

Intentionalized Communication™

6 voice characteristics to focus on

How Voice Characteristics can Affect Perception

Voice Characteristics: Applied Learning

### **Module 5: ACKNOWLEDGMENTS**

Showing the Customer That You Care

Acknowledgment defined

Short acknowledgments

Why they are preferred

What they translate to the customer

Acknowledgments: Applied Learning

### **Module 6: TAKING COMPLETE MESSAGES**

Your Customer's Expectations

The importance of taking complete messages

What happens when you miss information

What the message should include

Proper delivery of messages

Delivery Methods

When a message should be delivered

Who, if anyone, should be copied on a message

When a message should not be delivered

How a message should be delivered

Follow-up

Taking Complete Messages: Applied Learning



# CCDT CURRICULUM CONTINUED

## BASIC SERVICE

### **Module 7: HANDLING UPSET CUSTOMERS- Deescalation Techniques**

You Are Always Responsible For How You Act

Why customers become upset

Your Initial reaction

Assessing the situation

Gauging your customer

The 4 components of handling an upset customer

Handling Upset Customers: Applied Learning

### **Module 8: CONCLUSION**

Tips For Customer Service Professionals

Consciously providing service

Touch it once

Follow-up

The customer experience rule

Certification distribution