

# Customer Service Excellence Course

Learn to deliver exceptional customer service by identifying customer needs, enhancing service quality, and resolving issues effectively.

Group classes in Live Online and onsite training is available for this course. For more information, email [onsite@graduateschool.edu](mailto:onsite@graduateschool.edu) or visit: <https://sdfm.graduateschool.edu/courses/customer-service-excellence>



## Course Outline

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### Module 1: Introduction

- Defines customer service and service excellence in the public sector
- Identifies the importance of customer service in federal agencies
- Introduces the concept of mission statements and service philosophy
- Highlights the “seven enemies” of effective customer service

### Module 2: Describing the Customer

- Distinguishes between internal and external federal customers
- Discusses customer needs and expectations
- Explains the importance of customer feedback (formal and informal)
- Outlines strategies for recognizing and responding to customer needs

### Module 3: Components of Customer Service

- Introduces service quality criteria such as reliability, empathy, and recovery
- Emphasizes communication and interpersonal skills for service excellence
- Defines and manages “moments of truth”
- Details customer recovery principles and service standards

### Module 4: How I Can Make a Difference

- Explores personal and organizational attitudes toward service
- Identifies barriers to excellent service and how to overcome them
- Addresses stress in service roles and techniques to reduce it
- Introduces tools and personal habits that support service excellence

### Module 5: Moving to Service Excellence

- Guides the creation of service excellence mission statements
- Defines and explains the components of a service strategy
- Encourages alignment of strategy with customer expectations

- Highlights examples of service excellence in practice

#### **Module 6: Summary: Personal Service Excellence**

- Encourages application of course content to daily responsibilities
- Supports the creation of a personalized service excellence plan
- Reinforces long-term commitment to quality service delivery