COURSE SYLLABUS

Customer Service Excellence Course

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

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



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Course Outline

Module 1: Introduction

- Defines customer service and service excellence in the public sector
- Introduces the federal customer experience framework and what it asks of front-line employees
- Examines your agency's mission statement as the foundation for service
- Includes a self-assessment of your current service habits

Module 2: Describing the Customer

- Distinguishes between internal and external federal customers
- Discusses customer needs and strategies for recognizing and responding to them
- Covers shaping, delivering, and negotiating customer expectations
- Maps a customer's journey, including pain points and moments of truth

Module 3: Components of Customer Service

- Introduces service quality criteria such as reliability, empathy, and recovery
- Builds communication skills, including plain language in writing and speech
- Covers consistent, secure, and accessible service across in-person, phone, mail, and digital channels
- Defines moments of truth and introduces the LAST model for service recovery

Module 4: How I Can Make a Difference

- Explores how individuals support service excellence
- Identifies the seven enemies of customer service and other barriers, and how to overcome them
- Addresses stress in service roles, plus de-escalation and trauma-informed service
- Introduces tools and techniques that support service excellence

Module 5: Moving to Service Excellence

- Introduces principles for quality service and connects service strategy to your agency's mission
- Covers gathering and using customer feedback
- Guides writing a measurable service standard and choosing measures to track it

- Explains how technology and AI can support service, and when a person must step in

Module 6: Summary: Personal Service Excellence

- Applies course tools to realistic federal service scenarios
- Supports the creation of a personal service excellence plan
- Reinforces long-term commitment to quality service delivery