COURSE SYLLABUS

# Effective Communication with Customers Course

Strengthen customer service by mastering listening, empathy, and responsive communication with internal and external customers.

> 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/effective-communication-with-customers




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## Course Outline

**Module 1: Your Role in Customer Service**

- Define the role of communication in customer service excellence
- Understand internal vs. external customers
- Recognize the impact of your attitude and actions on organizational image
- Build trust through professional and courteous behavior

**Module 2: The Basics of Effective Communication and Its Benefits**

- Apply the 3 Cs of communication: Courteous, Clear, Complete
- Understand nonverbal and verbal communication and their impact
- Recognize open vs. closed communication behaviors
- Overcome communication barriers

**Module 3: Listening Techniques**

- Distinguish between hearing and effective listening
- Practice active, passive, and telephone listening skills
- Apply listening strategies in customer service scenarios
- Use empathy and paraphrasing to improve customer outcomes

**Module 4: Analyzing Communication Styles**

- Identify your own communication style using a self-assessment
- Understand the four communication styles: Energizer, Systemizer, Associator, Innovator
- Adapt communication strategies based on style and context

**Module 5: External and Internal Customer Expectations**

- Differentiate between internal and external customer needs
- Use empathy and open communication to meet expectations

- Align your communication style to customer preferences

### Module 6: Communicating with Customers Successfully

- Apply SMART techniques (Specific, Measurable, Achievable, Relevant, Time-bound)
- Build rapport and focus conversations for resolution
- Manage angry customers and ensure satisfaction
- Use Karl Albrecht's 10 customer service behaviors

### Module 7: Personal and Professional Development

- Use communication to support growth and service excellence
- Build self-confidence and reduce stress in customer interactions
- Identify and practice assertive communication
- Recognize and adjust aggressive, passive, and passive-aggressive behaviors

### Module 8: Summary

- Review key learning and reflect on professional application
- Create a personal plan for ongoing improvement in communication and service