

# Effective Communication with Customers Course

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

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/effective-communication-with-customers>



[CustomerRelations@graduateschool.edu](mailto:CustomerRelations@graduateschool.edu) •  
[\(888\) 744-4723](tel:(888)744-4723)

## 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