

“The single most important thing to realize about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer”. Peter Drucker

The Course at a Glance:

Who We Are and What We Do

Before we get started, we need to think about whom our customers are and what customer service is all about. We also need to think about whom in our organization provides customer service. The simple answer to that question is: everyone.

Who Are Customers?

A customer is, in this day and age, anyone who uses a service. Although this has its logical extremes – you will find few people who are overjoyed by the idea of being a customer to a doctor, or their children a customer of their school, that description is as complete as you are likely to find for the term. Therefore everyone who relies on you to do a job to make their own job, their life or their use of a product easier is technically one of your customers.

External Customers

External customers are anyone outside your company that you interact with — not just the people who buy goods or services from you.

Internal Customers

Internal customers include anyone in your organization who relies on you for services, resources, or information.

What Is Customer Service?

Customer service is one of the true business essentials. Everyone remembers the bad customer service they have had, and most will also remember instances of good customer service.

How you go about providing it is up to you, but there are certain elements which remain the same whatever the nature of your business. These are the principles of good customer service.

By the end of this course, you will be able to:

State what customer service means in relation to all your customers, both internal and external

- Recognize how your attitude affects customer service
- Identify your customers’ needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers



This course leads to achievement of the following Units of Competency:

BSBCUS401A Coordinate implementation of customer service strategies

BSBCUS402A Address customer needs

How long will this course take?

- This course is delivered over two 4-hour sessions. Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.