



Customer Service eLearning Course Descriptions

Customer Experience Over the Telephone

Training length: 38 minutes, 13 seconds, includes knowledge checks

This training is about how to deliver friendly and personable interactions over the telephone consistently. Myra introduces four elements of the perfect call opening, walks your people through the best way to place customers on hold and she demonstrates how to end calls on a positive note.

The outcome of this course is customer service professionals who are prepared to establish rapport with callers within the first few seconds of the call, handle the body of the phone call with poise and end calls on a friendly note.

Key Takeaways:

- Three critical elements of the perfect call opening – an opening that sets the tone for a friendly interaction
- Acknowledge concern to express empathy when callers are frustrated
- Why you shouldn't ask probing questions before using a "lead-in."
- Unlike a text message, it is not professional to speak in fragments or one-word sentences (i.e., "Name?," "Zip code?") - Myra explains why speaking in complete sentences instantly makes you sound friendlier
- How to place callers on hold in the friendliest way possible
- Why you should never tell a customer they are wrong – even when they are wrong
- The reason you must yield to callers so that you never over talk or interrupt
- How to graciously bridge into questions
- How to make your customers feel smart and good – even when they ask questions you might think are "dumb."

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- A 3-step way to give your customers a fond farewell so that you end the call on a positive note
- Knowledge checks throughout the training and Myra's "Start, Stop and Continue" goal-setting activity at the conclusion
- Pairs perfectly with our **Call Control** and **De-escalation** courses (below and included in all eLearning packages)

Empathy

Training length: 32 minutes, 9 seconds, includes knowledge checks

The biggest problem with the customer experience in most companies is how employees talk to customers. A lot of the time, employees come across as indifferent or uncaring. It's not that employees don't care, but there is a perception of a lack concern. This course fixes the empathy problem in customer interactions.

Key Takeaways:

- 4 Keys to Conveying Empathy: *Perspective-taking, Desire to Understand, Staying Out of Judgment, Communicating Understanding*
- Why Empathic Listening is the highest level of listening, and how to listen to your customers with empathy
- How to acknowledge customer concern
- Participants learn to use the "Feel, Felt, Found" method to convey genuine empathy
- Knowledge checks throughout the training and Myra's "Start, Stop and Continue" goal-setting activity at the conclusion

How to Handle Difficult Customers (with a focus on de-escalation)

Training Length: 30 minutes, with knowledge checks

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Thanks to the Internet and social media, customers are savvier now than ever before. Although this sounds like a good thing, the net result is an increase in stress for frontline customer service professionals. According to Newsweek magazine, the stress level of consumer services professionals is comparable to that of air-traffic controllers and police officers. In short, the role of customer service now ranks as one of the ten most stressful jobs in the U.S.

Creating calm with demanding customers is not a matter of using aggressive tactics. It's also not about employees being a doormat, giving into customer demands or escalating to a supervisor. This training is about how to take assertive control, create calm and preempt escalations.

Key Takeaways:

- The 3-step process politicians, police chiefs, and CEOs use to de-escalate a crisis and how you can use these same steps to de-escalate conversations with demanding customers.
- Exactly what to say to the customer who demands to speak to a supervisor. This method is polite and useful.
- You cannot ignore a customer's expression of anger – find out why.
- The psychology of anger – Understand what is going on in the mind of your angry customer.
- Three things angry people want – knowing these things is the most potent way to preempt an escalation.
- The outcome of this training is employees walk away with specific techniques to create calm, take control of the call, defuse anger and move the call to closure.

Call Control

Using conversational Aikido to politely and efficiently control calls

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Training Length: 13 minutes, includes knowledge checks

Studies show the average business call lasts 2 minutes longer than it needs to. Customer service employees struggle with call control for a variety of reasons, including they don't want to be rude to the customer, they aren't sure how to move to closure or because the customer is rambling or angry.

Using the principles of harmony, assertiveness and leading from the martial art Aikido, Myra walks your employees through the steps to politely and confidently control conversations.

The outcome of this training is employees who possess the soft skills to make customers feel heard and understood, politely lead conversations and assertively bring calls to closure.

Key Takeaways:

- An introduction to the communication chain and why you must never leave the chain unlinked – because that makes customers talk more.
- How acknowledging customer concern makes customers feel heard and understood – feelings that tend to remove the need for customers to ramble on.
- Perfect statements to help employees gain control with aggressive customers.
- How to use the “topic grab” approach to politely get a long-winded or storyteller to get to the point.
- How asking 3-closed-ended questions back-to-back instantly puts you in control of ANY conversation.

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- Four ways to politely bring the call to closure after you have met all of the customer's needs.

Chat **4 Keys to the Best Chat Experience**

17 minutes, includes knowledge checks

This training is about how to deliver the best possible customer experience in chat interactions. Your employees learn everything from grammar in chat, to how to use the right language to build rapport, to how to deliver bad news in a chat.

The outcome of this training is agents who can serve customers in chat in a way that is friendly, grammatically excellent, and to handle issues in a single chat interaction.

Key Takeaways:

- How to use the right language to build rapport and sound personable
- The importance of writing in short sentences and why you must always write in COMPLETE sentences
- Why you can only bring up one issue per chat message
- Precisely what it takes to make customers feel taken care of in a chat
- How to give customers lousy news in a chat

Text Training **If You Want A Great Text Customer Experience, You Need to Do These Things**

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Training Length: 12 minutes, Includes knowledge checks

This training is about how to deliver the best possible customer experience over text. In this course, we'll look at everything from grammar in a text, to how to use the right language to build rapport, to emojis, to what to do if you get a prank text.

The outcome of this training is agents who can quickly write text messages that are friendly, grammatically excellent, and professional.

Key Takeaways:

- Employees learn to use the right language to build rapport and sound personable
- Exactly what steps to take if a customer sends an inappropriate or prank text
- 4 Must-have elements of a great text interaction
- A discussion on the use of emojis and abbreviations in business-to-customer texts
- Why text messages must be brief and on point

Email Writing

3 Elements of a Great Email Customer Experience

Training length: 17 minutes, includes knowledge checks

The outcome of this email writing training is employees who know exactly how to make emotional connections with customers through the use of tailoring, conveying empathy when appropriate and by strategically using personal pronouns.

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- The three things you have to get right to have the best email customer experience
- How to strategically use personal pronouns to make your emails friendlier and more personable instantly
- Review actual email examples of near-perfect emails from great companies
- A comprehensive takeaway grammar guide to help your people avoid embarrassing grammar gaffes
- Four ways to connect with customers over email
- Why you should aim for short sentences in emails to customers
- How to prevent the top 3 grammar mistakes that rob your company of credibility

How to Deliver Bad News to Customers

Training length: 5 minutes

After getting bad news from a surgeon about her father's heart, Myra realized that while the news was devastating, she and her family walked out of the meeting with the doctor feeling a sense of clarity and acceptance. Myra began examining what the surgeon did to be able to deliver bad news so efficiently, and she started a 3-year study of how CEOs, politicians, and other professionals most efficiently give bad news.

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The result of this module is an audience prepared to deliver bad news to customers with confidence, more ease, and without fearing a negative backlash from customers.

Key Takeaways:

- The three ways most people get it wrong when delivering bad news to customers, so they won't make these same mistakes that lead to escalation and frustration
- Knowing how (and why) to link the "communication chain," so they can deliver bad news with finality when what the customer wants is merely impossible to do
- An understanding of why bad news must be addressed explicitly and unequivocally because giving lousy news clearly minimizes escalations to supervisors and this method keeps customers from coming back asking the same question phrased a different way

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