

MYRA GOLDEN'S CUSTOMER SERVICE MASTER CLASS

Telephone Skills

Maya Angelou once said, *"People will forget what you said. They will forget what you did. But, people will never forget how you made them feel."* That point right there - **people will never forget how you made them feel** - is why I created this course. 7 minutes

Call Control

The average customer support call lasts two minutes longer than it needs to. We stay in the conversation because we don't know how to bring it to a close politely. It's time to fix that, and that's what this course is about. This course delivers proven conversation control techniques that will help you assertively interject when conversations get out of your control. You'll assert yourself with confidence, and within a matter of seconds, you'll be back in control. 35 minutes

Empathy in Customer Service

The biggest problem with the customer experience in most companies is how we talk to customers. A lot of the time, we come across as indifferent or uncaring. It's not that we don't care, but there is a perception of a lack of concern. This course fixes the empathy problem in customer interactions with practical empathy application. 9 Minutes

Email Best Practices for Customer Service

Four elements of a great email customer experience – So you can craft personable emails that reflect your brand voice. 6 minutes

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Best Practices for Chat Customer Support

This training is about how to deliver the best possible customer experience in chat interactions. You'll learn everything from grammar in chat to how to use the right language to build rapport. 26 minutes

Supporting Customers Over Text

This training is about how to deliver the best possible customer experience in chat interactions. You'll learn everything appropriate use of emojis and abbreviations (i.e. LOL, THX, B4) to what to do if you get prank texts. 23 minutes

Delivering Bad News to Customers

A doctor inspired me to explore and ultimately teach the best approach to delivering bad news. This course prepares you to confidently tell customers what they don't want to hear in four steps. You'll learn how to guide your customers to the next steps and accept your word as final. 7 minutes

Handling Challenging Customers

In this module, you'll go from feeling overwhelmed and powerless in intense interactions with challenging customers, to feeling confident, firm, and in-control as you bring down the temperature in interactions and guide customers to the next steps. 28 minutes