

**Sri Krishna Dutt Academy,  
Vrindavan Yojna, Raibareilly Road,  
Lucknow (U.P.)**  
*(An Associated college of University of Lucknow)*

**Value Added Course  
Customer Service Skills**

Duration : 30 Hrs

**Course Objectives**

- To exhibit knowledge of the needs of the customers and come up with propositions to meet those needs
- To understand customer service and find innovative ways to add value for the customer.
- To understand efficient ways to measure customer service excellence and evaluate the performance of the sales workforce.

**Unit 1**

**(8 lectures)**

**Introduction to Customer Service Excellence-** Concept of service excellence, Benefits of customer service excellence, Using customer service excellence to build competitive advantage, Recognizing shift from product-centric to a customer-centric organization.

**Understanding Customer Needs and Expectations-** Customer journey mapping, Identifying customer expectations before, during and after-sales, Adding value through customer service, Customizing customer service.

**Unit 2:**

**(7 lectures)**

**Developing Loyalty Programs-**Identifying the loyalty ladder, Customer loyalty Customer lifetime value, Designing referral programs, Real-world examples of loyalty programs. **Enhancing Customer Experience-** Customer experience index, Customer feedback communication channels, Use of innovation in enhancing customer experience

**Unit 3:**

**(7 lectures)**

**Developing Customer Service Strategy-** Strengthening sales team, Using technology: chatbots, data analytics, artificial intelligence, Multi-channel servicing. **Elements of**

**Customer Service Excellence-** Developing communicators, Developing empathy and connect, Working on response time, Product knowledge, Identifying key performance indicators

**Unit 4:**

**(8 lectures)**

**Customer Need Research Methods-**Qualitative methods of recognizing customer needs, Quantitative methods of recognizing customer needs. **Developing Service Excellence Culture-** The developing mindset among the team, Increasing employee engagement through leadership, Prioritizing on building customer relationships, Creating accountability team

**Practical Work :**

Learning through role plays

Learning through creative real time experience in class