Training Course:
Social Customer Care

26 - 30 May 2025
Boston (USA)

Training Course:
Social Customer Care

Training Course code: RR234899 From: 26 - 30 May 2025 Venue: Boston (USA) - Training Course Fees: 6200 Euro

Introduction

The Social Customer Care training program: The Corporate Strategies for Operational Readiness guide is designed to examine social media customer care through a functional and operational lens, providing key data sets that showcase the impact and opportunity of providing customer care in social media. There is significant variance in approaches and management of social customer care. Consumers continue to expect more from their social servicing experience, while companies struggle to maintain pace in developing programs that meet customer expectations.

The Social Customer Care training program provides insights into best practices for social customer care and the evolution of program management. While many brands confess to not meeting customer expectations, our goal is to raise situational awareness so that we can begin to better align with customer wants and needs.

Course Methodology

This course is built on four pedagogical pillars: concept learning presentations by the consultant, experience sharing roundtable discussions, playback of videotaped performances where permissible, and individual and group feedback as well as exposure to case studies and scenarios and examples.

Course Objectives

At the end of the course, participants should be able to:

- Comprehend all aspects of Customer service and customer care.
- Understand your customer and the digital customer's behaviors.
- Develop a unique communication style through Social Media Channels.
- Respond professionally to customer inquiries on social media.
- Handling Customer Complaints professionally.
- Develop engaging content for their social media pages.
- Manage customer expectations from start to finish of the service lifecycle.
- Understand the Customer Service Satisfaction Requirements

Target Audience

This course is targeted at:

- Social Media Managers.
- Social Media Staff.
- Customer Service Managers.
- Customer Service Staff

Target Competencies

- Communicate to support customers
- Build rapport with and assist customers
- Develop professionalism
- Develop a service attitude
- Understand your customer
- Gather information about customer□s demands & need
- Develop customer care skills with social media channels

Training Course Outlines

Module 1:

Introduction to Social Customer Service

- Definition of customer service
- Creating effective social customer service
- Service dimensions
- Addressing Customer needs
- The benefits of providing excellent customer service
- How to use customer service to promote customer loyalty
- Case study: The best and worst customer service providers
- The WOW Factor: Going the extra mile□and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?

Module 2:

Digital and Customer Behaviors

- Customer Personalities and Profiles.
- Suggested responses.
- Six personalities that lead to conflict and how to deal with them

- Understanding and working with different customer styles
- Practical exercise: What is your personality type?
- Practical exercise: How do you act on social media?

Module 3:

Communicating the Customer Service Message

- How well does your organization communicate the importance of customer service?
- Understanding your customer□s communication
- Tips for building trust and rapport quickly
- What is your preferred learning style?
- Developing your active communication skills
- Use questioning techniques to identify a customer□s expectations and service requirements
- The dos and don□ts of written communication
- Social Media and customer expectations

Module 4:

Communication Skills

- Effective communication with customers
- Definition of communication
- Communication goals
- Communication as a critical success factor
- Communication with customers
- Characteristics of a good communications
- Live Chat and Chatbot

Module 5:

Handling Customers

- Owning & Managing the Front Desk
- Receiving & Handling Customers
- Managing Difficult Customers
- Developing Telephone Etiquette
- Professional Attitude & Behavior
- Poise, Appearance & Comportment Emotional Intelligence/Self Awareness
- Elocution & Diction
- Toxic Traits to Avoid

Module 6:

Customer Service Satisfaction Requirements

- What do your customers expect from you?
- Going the Extra Mile to Exceed Expectations
- Your Attitude makes a Difference
- Measuring and Monitoring Customer Satisfaction
- Empowering Employees to Better Serve their customers
- Customer Service Satisfaction Survey
- The Importance of Customer Complaints and Why they should be encouraged
- The Impact of social media on Customer Service Complaints
- The Role of the Supervisor in Conflict Resolution
- Techniques for Managing Emotions
- Strategies to Help Calm Upset Customers
- Service Recovery Strategies for Working with Difficult Customers

Registration form on the Training Course: Social Customer Care

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
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Company Information

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Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

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