



# Service Essentials™ Webinars

A Service Essentials™ Webinar is a 60-90 minute session led by one of our professional instructors. Participants can experience the training from any location with internet and telephone access. The Service Essentials Webinar training system is perfect for one or more participants to learn the critical skills of customer service excellence.

The format is similar to a virtual classroom. Topics can be selected in complete programs or separately. Skills are learned via presentation, group discussion, question and answers, brainstorming, case studies, quizzes, and self-rating tools. An individual action plan is developed by each participant and a Participants's Guide is provided for each module.

## Webinar Modules:

- Attitude of Service Excellence
- Identifying Customer Needs and Internal Customer Service
- Thoughtful Body Language and Words
- Service Excellence at Every Contact Point
- Conflict Resolution - Handling Difficult and Angry Customers
- Exceeding Expectations
- Seven Essentials Practices for Email Communication
- Managing Email Effectively
- Managing The Telephone Call Process
- Three Essential Practices on the Telephone

## What RESULTS can you expect from Service Essentials™?

- Customers come back because of the way they were treated by your staff
- Company image represent highest of service standards
- Positive word of mouth about your service increases sales
- Internal customer service practices increase morale and reduce turnover

## Feedback from a few Service Essentials™ Participants...

- *"This program helps to correct negative behaviors and teaches how to give respect to customers and employees."*
- *"This program clearly defines how to better perform our job and how to deal with our customers."*
- *"It initiates positive thinking and attitudes."*
- *"Service Essentials™ introduces essential behaviors necessary to provide quality customer service and satisfaction."*

## Why use Service Essentials™ for your customer service training needs?

### Energizing

- Participant's interaction and real world experiences are built into the learning process. Service Essentials™ is an enjoyable experience resulting in a renewed focus on internal and external customer service.

### Customizable

- Case studies may be customized to demonstrate service issues directly related to your business.

### Behavior Based

- Individual assessment and action plans included for improvement in every essential customer service practice.

*For more information please contact:*

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