



## **ESCRW101 Customer Service Basics**

Customer service has a major impact on repeat business. This course is designed to provide tips on how businesses could keep customers coming back. It explores how poor customer service affects business and the impact that Customer Relationship Management tools can have on the ability to serve customers.

Upon completion of this course, participants should be able to:

- Identify best practice service standards
- Identify ways to differentiate your company from the competition through customer service
- Identify ways you can support the customer before, during, and after the sale
- Recognize barriers to providing excellent customer service
- Describe the consequences of poor customer service and how poor service affects your business
- Recognize what you should and should not do in customer service
- Identify ways a CRM tool can help to facilitate customer service