

## Customer Service Education Program Library Summary

**Quick Start - Entry Level (BF75100)** Audience: *Patient Access, Patient Accounts, HIM, Finance, Information Technology, Administrators, Board Member, Physicians, Physician Office Staff, Nursing/Clinicians, Managers, Ancillary Services, Support Services and Client-Facing personnel.*

- BF75101: The Service Mentality
- BF75102: Six Cardinal Rules of Customer Service
- BF75103: From Curt to Courteous – Mastering the 7 Touch Points of Communication
- BF75104: Essential Telephone Skills
- BF75105: Listening Skills
- BF75106: Questioning Techniques
- BF75107: Five Forbidden Phrases®
- BF75108: How to Avoid Emotional Leakage™
- BF75109: How to Handle the Irate Customer

**Continuing Education - Intermediate Level (BF75200)** Audience: *Patient Access, Patient Accounts, HIM, Finance, Information Technology, Administrators, Board Member, Physicians, Physician Office Staff, Nursing/Clinicians, Managers, Ancillary Services, Support Services and Client-Facing personnel.*

- BF75201: The Seven Keys to a Positive Mental Attitude
- BF75202: Influencing the Interaction
- BF75203: Six Steps to Service Recovery
- BF75204: That's Just Rude
- BF75205: How to Deal with the Foreign Accent
- BF75206: Essential Elements of Internal Customer Service

**Leadership - Senior Level (BF75300)** Audience: *Senior Management, Management, Supervisory, Project Management, Education and Client-Facing personnel.*

- BF75301: Four Cs of Coaching Skills
- BF75302: Getting Generations to Work Together

## Customer Service Education Program Quick Start - Entry Level

### **BF75101: The Service Mentality** 0.50 CEU

**Course Description:** This course identifies and highlights the characteristics and traits of individuals who demonstrate excellent customer service. Apart from the actual skills and techniques, learn why some people seem like 'naturals' when it comes to providing great service.

**Course Learning Objectives:**

- Recognize specific characteristics and traits of an individual who demonstrates excellent customer service.
- Define the following key characteristics and traits in customer service – empathy, enthusiasm, ownership, responsibility, adaptability, balance and resiliency.

### **BF75102: Six Cardinal Rules of Customer Service** 0.50 CEU

**Course Description:** This course describes the six cardinal rules of good customer service. After completing this course, each student should be able to list these rules and understand how to apply them on a daily basis.

**Course Learning Objectives:**

- Discuss why people always come before paperwork.
- Explain why customers should never be rushed.
- Recognize you should always be nice, even when you are too busy.
- Recognize you should always be friendly when answering the phone, even before you know who it is.
- Discuss why you should never use "military language" on civilians.
- Demonstrate good manners such as saying "Thank You" and "You're Welcome."

### **BF75103: From Curt to Courteous – Mastering the 7 Touch Points of Communication** 0.50 CEU

**Course Description:** This course explains the seven means of communication and how we can best utilize these tools in customer service.

**Course Learning Objectives:**

- Discuss how to communicate in both spoken and written service situations - focusing on understanding the customer and being understood.
- Demonstrate how to use your voice, tone and words when communicating with customers.
- Explain how the listener's perception can affect how you communicate with customers.
- Identify synchronous (phone, face-to-face and instant messaging) and asynchronous (email, voicemail, fax and letters) communication methods.

### **BF75104: Essential Telephone Skills** 0.50 CEU

**Course Description:** This course addresses ten simple yet essential skills for managing the telephone effectively in customer service.

**Course Learning Objectives:**

- Explain the ten essential skills for delivering exceptional customer service on the phone.
- Demonstrate each telephone skill, which includes:
  - Answering a business call
  - Placing callers on hold
  - Thanking the customer for holding
  - Monogramming the call
  - Avoiding excuses
  - Giving spoken feedback signals
  - Being prepared
  - Controlling the conversation
  - Being aware of mouth noises
  - Leaving a lasting impression

## Customer Service Education Program Quick Start - Entry Level

### **BF75105: Listening Skills** 0.25 CEU

**Course Description:** Listening is a critical component when determining the needs of your customer. Doesn't everyone listen? Hearing is a physical process but listening requires mental involvement. This course introduces six steps to help team members become better listeners.

**Course Learning Objectives:**

- Discuss the difference between simply hearing versus listening.
- Explain the six basic steps to becoming a more effective listener.
  - Decide to be a better listener.
  - Welcome the caller.
  - Concentrate.
  - Keep an open mind.
  - Give feedback.
  - Take notes.

### **BF75106: Questioning Techniques** 0.25 CEU

**Course Description:** Proper questioning techniques are key when gaining needed information from a caller or customer. High level questioning techniques are a learned skilled. This course introduces seven types of questioning situations and illustrates how and when to employ them. Improving questioning techniques will expand one's ability to effectively obtain valuable information to become a better problem solver.

**Course Learning Objectives:**

- Demonstrate proper questioning techniques when obtaining needed information from a caller or customer.
- Discuss the seven effective questioning skills, which includes:
  - Open-ended questions.
  - Closed-ended questions.
  - Probing questions.
  - Echo questions.
  - Leading questions.
  - Using the "and" technique to get information.
  - Interpreting disguised responses.
- Explain how to use each questioning technique and when to use them.

### **BF75107: Five Forbidden Phrases®** 0.50 CEU

**Course Description:** This course introduces how to avoid negatives and offer positive alternatives in customer service. By following the techniques in this course your team can prevent service mishaps before they occur.

**Course Learning Objectives:**

- List the Five Forbidden Phrases®, which include: "I don't know..."; "I can't do that..."; "You'll have to..."; "Hang on a second" and "NO" at the start of a sentence.
- Define the Five Forbidden Phrases® of customer service and demonstrate the positive alternative they should use instead.

### **BF75108: How to Avoid Emotional Leakage™** 0.25 CEU

**Course Description:** Have you ever had a bad day and then barked at a co-worker? Or worse yet, at a customer? This course introduces to how prevent stress from "leaking" through the phones.

**Course Learning Objectives:**

- Recognize how damaging "emotional leakage" can be in customer service.
- Discuss how to avoid carrying negative feelings from one situation to the next.
- Discuss how to shift gears emotionally.
- Explain why smiling before you pick up the phone is important.
- Recognize that a phony smile is better than a real frown.

**Customer Service Education Program  
Quick Start - Entry Level**

**BF75109: How to Handle the Irate Customer 2.0** 0.25 CEU

**Course Description:** This quick course introduces how to diffuse angry customers with a four-point plan and maximize the situation.

**Course Learning Objectives:**

- Recognize that the angry customer is upset at the problem, not you.
- Discuss the proven ASAP technique.
- Recognize that you can satisfy most people most of the time.
- Discuss the “Swear Stopper” technique.
- Explain how to offer help, not excuses.

**Customer Service Education Program  
Continuing Education - Intermediate Level**

**BF75201: The Seven Keys to a Positive Mental Attitude** 0.50 CEU

**Course Description:** This powerful course explores the key essentials to developing and keeping a positive attitude on your job and in every aspect of life.

**Course Learning Objectives:**

- Discuss why a great attitude isn't something that magically happens.
- Recognize that a positive mental attitude is a choice which people make in advance, about how they're going to deal with life's events.
- Demonstrate how to choose your attitude in advance; visualize success and resist negative influences.

**BF75202: Influencing the Interaction** 0.50 CEU

**Course Description:** This course identifies six practices which will help customer service representatives offer a more positive experience for their customer.

**Course Learning Objectives:**

- Recognize that each team member contributes to a positive interaction.
- Discuss the importance of avoiding common distractions in the workplace.
- Recognize that you are influenced by your mood.
- Recognize you can influence relationships with your confidence, patience, benefits and complete attention.

**BF75203: Six Steps to Service Recovery** 0.50 CEU

**Course Description:** Offering great service is usually easy when things are going well. You don't truly learn about an organization's service character until something goes wrong. This course explains the specific actions to take after a disappointment for a customer.

**Course Learning Objectives:**

- Explain that service recovery is a specific set of actions which customer-oriented organizations take whenever there's a disappointment for the customer.
- Recognize when service recovery is needed.
- List and discuss the six steps to service recovery.

**BF75204: Essential Elements of Internal Customer Service** 0.50 CEU

**Course Description:** It's critical for superior service to begin within the walls of your organization.

This course introduces the concept that as employees, we are customers to each other.

**Course Learning Objectives:**

- Recognize that as an employee, you are also customers to each other.
- Discuss the six essential elements for improving customer service, which includes:
  - Know the mission of your organization and your role
  - Internal service is everyone's responsibility
  - Respect employee differences
  - Recognize the personal space of others
  - Work to resolve conflicts
  - Show appreciation

**BF75205: How to Deal with the Foreign Accent 2.0** 0.25 CEU

**Course Description:** This course discusses why awareness makes communications easier with foreign speaking customers.

**Course Learning Objectives:**

- Demonstrate techniques that will make communications easier with foreign language customers.
- Explain why an employee must never pretend to understand; never rush a customer; never shout; never be rude and to always learn from experience.

**Customer Service Education Program  
Continuing Education - Intermediate Level**

**BF75206: That's Just Rude** 0.25 CEU

**Course Description:** What exactly constitutes rude behavior? Must it be intentional? This course explores the business effect of being rude.

**Course Learning Objectives:**

- Discuss four various types of rudeness including, accidental rudeness by omission; accidental rudeness by commission; intentional rudeness by omission and intentional rudeness by commission.
- Explain the Rudeness Matrix and how one's actions can be perceived as rude.

**Customer Service Education Program  
Leadership - Senior Level**

**BF75301: Four C's of Coaching Skills 0.50 CEU**

**Course Description:** This powerful management development course discusses a practical approach to improving employee performance.

**Course Learning Objectives:**

- Explain the differences between training, coaching and counseling.
- Illustrate the “Four Cs of Coaching” in a variety of service and line management situations.
- Define the “Four Cs of Coaching” which includes concurrence, content, commitment and congratulations on continuation.

**BF75302: Getting Generations to Work Together 1.0 CEU**

**Course Description:** For the first time in history, we have four generations in the work force. With each generation come different motivators, communication styles and work values. This course introduces strategies for creating a generation-friendly work environment.

**Course Learning Objectives:**

- Recognize conflicts in the workplace can often be traced back to generational differences.
- Define the four generations including the traits, values and expectations of personnel in these generations.
- Discuss strategies for creating a generation-friendly workplace.