Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Customer Service Crash Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

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1

Subject line: First Lesson - Customer Service Crash Course

Hello "autoresponder code here",

Welcome to the first lesson in the Customer Service Crash Course.

Over the next few days you will receive several lessons that will help you

learn how good customer service can help your business grow.

In this first lesson let's talk a little about some simple yet effective

strategies that will help you provide excellent customer service for your

business.

Did you know that customer service is often an under-valued aspect

of doing business? When in fact if you want your business to be

successful, you need to train yourself and your employees to

understand that the customer must always come first.

When it comes to providing good customer service it is important to

personalize your approach as much as possible. One thing all

customers have in common is the pleasure they receive when

establishments they patronize make it clear to them that they know who

they all are.

You have to prove to your customers that you appreciate them. You can

do this by addressing them by name during all of your communications

with them. The golden rule is; make them feel important and they'll

prove that you’re important to them, too!

- Always give your best plus more!

You should train your employees to go the extra mile for the customers

as well. Being respectful and smiling at all times may seem like a little

thing but it can go a long way towards improving your business’s

customer service record. Remember, it’s often these little things that

make a big difference to your customers.

- Always be fair!

No request should be too small to be considered, and no customer

should be too insignificant to take care of. Sure, there are certain

privileges that VIP customers are entitled to and other customers are

quick

to understand, but there are also certain privileges that everyone has

the right to enjoy like common courtesy and dedication. Never let

your customers think that you’re guilty of favoritism!

- Make sure you listen!

It is extremely important that you listen to what your customer's have to

say. This may be hard when the customer is stubborn and

unreasonable. Even if you end up unable to resolve the issue, your

customers should still put the phone down in a good mood because

they knew you cared enough to listen to them without confrontation.

- Make good use of FAQ's.

If you don’t have a frequently asked questions file or webpage for your

business, create one immediately. Having a FAQ page is an

effective way of offering good customer service on the fly. Keep a

record of common questions and problems that have been discussed

for quick reference. This will help to negate the need for repeat calls

regarding the same issues. FAQ sections can help prevent your

customers and employees from wasting their time.

- Never left issues unresolved.

Every complaint must be successfully addressed. Train your employees

to perform follow-up calls to ensure that all complaints had been

resolved. For complicated issues, make sure that you give customers

progress reports to let them know that you’re still working on their case.

Do your best to give them a specific time period for which they can

expect the issue to be fully resolved.

These are just a few basic strategies that you can use to beef up

customer service for your own business. Follow them and you will be

well on your way to providing excellent service to all of your customers.

We have a lot to go over in the next few days if you want to learn how to

provide the best customer service for your business, so make sure you

look for your next lesson soon. We will be talking about some simple

secrets to providing great customer service all of the time!

Thank you again for joining, If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

Until then,

"add your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Customer Service Crash Course

Hello "autoresponder code here",

It’s time for your second lesson in the Customer Service Crash

Course. I hope you found lesson one informative and have had a

chance to incorporate some of the strategies into your own business.

In this lesson we are going to go over some simple secrets to providing

great customer service all of the time.

It is no secret that if you are in the service industry, good customer

service can be your bread and butter. By providing good customer

service, you can generate more profit and promote business loyalty at

the same time.

In fact it can create a win-win scenario for both the business and the

customer. The customers have a good experience and get their

money’s worth while the business gets to enjoy increased profits!

Let's go over a few simple secrets that you can use for your

own business.

- Strive to build customer loyalty!

Customer loyalty is the most important secret to achieve good

customer service. Do your best to collect your customers full name,

contact numbers and other information, such as address, birth date etc.

Remember if you show concern for what matters to your customers, you

will build their loyalty and acquiring customers for life.

- Provide authentic customer service.

Nowadays, service has been a cliche and just a traditional way

of dealing with customers. If everyone’s doing it, it’s a high time that you

personalize your service. Be creative; personally know your customers

and identify their individual needs. Make certain that your offer extreme

value to your customers.

- The customer is always right!

The old adage “customer is always right” is still applicable. If a

customer approaches you and complains, be serious when handling

their concern. If the customer is angry and upset do your best to defuse

the situation and show them how serious you are when it comes

correcting any problems.

Once the customer is satisfied by how you addressed their complaint,

thank them for conveying the problem to you. Keep in mind that

advertisement will not be enough to repair a damage done by failing to

address customer complaints. Silent complainers can do a great deal

of damage to your business. Beware of people who walk away without

having their issue resolved. You may never see them again, if they are

unhappy you can bet that they are openly criticizing your services to

other people and establishing a bad reputation for your business.

- Be honest with the customers.

Once your customer suspects that you are lying to them, they are a

lost buyer. If a customer seeks for your advice about a product, openly

tell them what they need to know. In the end, they will thank you for being

so genuine with what you offer.

- Go the extra mile.

If you want superb customer service, you should always go the extra

mile. For instance you can send a birthday card or insert a thank you

note in a customer’s package. You can send a congratulatory note

when a customer gets promoted or you can clip the article if you see

their photo or names in print. There are many ways to encourage your

customers lifetime loyalty. You just have to be willing to make the effort.

Train your staff well.

Educate and train them about good customer service. There will be

times when you can’t directly deal with your customers and your staff

must be able to show them the excellent customer service that they

want.

Always keep in mind that your competitors are just waiting to cater

unsatisfied customers of yours so you should always be sure to take

care of your customer by providing good customer service.

That's it for today's lesson. Look for another lesson soon! We will be

talking about customer service training with three quick steps.

Again, I appreciate your joining me for this short ecourse. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,

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"your email address"

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3

subject line: Third Lesson - Customer Service Crash Course

Hello "autoresponder code here",

It’s "your first name here", with your third lesson

Today we are going to talk about three quick steps to effective

customer service training.

Did you know that effective customer service training can be done in

three quick steps. Once your employees have completed the training

course you can rest assured that your business will benefit and enjoy

increased revenues as well a bigger and more loyal customer base.

Let's jump right in to the steps you should take when training your

employees to provide top notch customer service.

Step 1 - Prepare materials and tools for customer service training.

Be as detailed and specific as you can when composing materials for

customer service training. It is imperative that your employees

understand what you think good customer service should be. Give them

concrete examples of acceptable and unacceptable behavior. Provide

them with a list of do’s and don'ts to remember.

Secondly, help them understand why offering good customer service is

important to the business and how it will ultimately affect them as well.

Employees will be more motivated to improve their customer service

skills if they believe that doing so is beneficial to them as well.

Prepare scripts for common customer service issues. This will ensure

that your customer service team will be able to deliver a speedy and

uniform response to your customers. Determine your desired response

schedule and make sure that the training materials are designed to

help them comply with the desired response time.

Step 2 - Take all the time you need to train your staff.

Focus on one lesson at a time and don’t progress to another level until

you’re sure that they've mastered their lessons. It is a good idea to hold

periodical tests to ensure that they continue to retain knowledge from

your previous lessons.

Let them take a gradual approach to their new set of responsibilities.

Have them start with something small and relatively easy like handling

routine customer service calls. Always clarify their job duties and the

level of authority they’re working with before allowing them to interact

with the customers.

Last but not the least, remind them to consult your FAQ section before

delving in to more complicated processes of resolution.

Step 3 - Monitor the performance of your customer service team.

Subject your employees to scheduled and spontaneous simulations

to give you a chance to evaluate their response in critical situations.

Make sure that you provide them feedback afterwards, identifying their

strengths, weaknesses and offering suggestions for improvements.

You may even consider developing an incentive program to further

motivate your employees and encourage them to always be on their

best behavior when interacting with customers. It is also important to

evaluate your employee's customer service abilities on a regular basis.

Last but not the least, always be prepared to make changes with how

you run your customer service team. Remember they’re the ones that

are directly interacting your customers, so your team and its policies

must be flexible in order to respond quickly to a customer’s needs.

If you want to learn how to make your customer service training more

effective and fun for your employees, I recommend that you check out

the Big Book of Customer Service Training Games. It isn't very

expensive at all. You can find it and read the reviews on Amazon.com

http://www.amazon.com

That's it for today's lesson. In your next lesson we will be talking about

how to create a good customer service survey and why it's very

important to your business.

Until then,

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4

subject line: Fourth Lesson - Customer Service Crash Course

Hello "autoresponder code here",

How are you? Well, we're winding down to the end of this short course.

But we still need to go over a few things about how to provide good

customer service for your business. Today we are going to jump right

into how to make a good customer service survey.

As we have been discussing throughout this series, customer service

is a way to communicate with the customers by providing assistance

about the product or service and the most vital aspect in evaluating the

customer’s satisfaction is through customer service. .

Many business owners don't realize that good customer service

creates happy, satisfied, repeat customers. One way to measure the

customer service standards for any business is through customer

surveys. This is a vital tool that is often overlooked.

A customer service survey shows the solid reputation of the business

you have established. Customers have the chance to evaluate whether

their expectations are met and if they have been treated well by the

business.

Through customer service surveys, positive and negative remarks are

clearly shown. Basically this is just a simple way of getting feedback

from your valued customers.

This information allows the business to evaluate their standards and

develop better customer service policies. Customer service surveys

can also help when it comes to making good business decisions.

A well written customer survey can give you all of the information that

you

need to make positive changes for your business. On the other hand

surveys that aren't well written will not help you achieve the results that

you want. To avoid this it is important that you follow a few simple

guidelines to craft an effective survey questionnaire.

- Identify your objectives.

The survey objectives are very important; carefully identify your specific

objectives. When goals are not clear you will end up with a

questionnaire that is unfocused and ineffective. Always be direct

about the information you want to acquire. Successful surveys act

as tools in denying and confirming the customer’s expectation's from

your business.

Questions in the survey must be easily answered. Customers don’t

want to have a hard time answering your questions. Never use

abbreviations, slang or any technical jargon in your questionnaire. You

will obtain more helpful answers if you make the questions easy.

When it comes to crafting a good survey you can use a few different

types of questions, such as:

- Questions answered with a simple yes or no.

(For example: Will you purchase this product again?)

- Questions answered by multiple choices.

(For example: Which products do you like most? Product A, B. or C?)

- You can also use scale or rankings and ask the customer to rate their

experience. (For example: Please rate our service from 1 to 5)

- Use open ended questions.(For example: What are your suggestions

to better improve our services?

- Alternate your questions.

Try mixing easy and difficult questions throughout your survey. This will

help keep the customers interested and encourage them to answer

more questions. A good rule of thumb is to set two easy questions first,

like the yes or no and the multiple choice questions. Then start to

include your open ended questions. This process will keep your

customers from feeling like you are requesting too much from them.

- Don't be biased.

Lastly don't make the questions biased. Successful surveys should get

the true opinion of the customer and not just the answers that you want

to hear. This is the best way to measure customer satisfaction.

Customer service surveys are a very important tool that can help you

make informed decisions for the betterment your business, products

and services. If your goal is to achieve a 100% satisfaction rating from

your customers, using surveys will definitely help you to achieve that

goal.

I hope today's lesson was helpful to you. Don't forget to keep an eye

out for my next email. We will be talking about some great ways that

you can achieve superb customer service ratings.

There will be some great stuff in your last lesson, so don't miss it!

Until then,

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5

subject line: Fifth Lesson - Customer Service Crash Course.

Hello "autoresponder code here",

Well, we have come to the final lesson in the Customer Service crash

course. I sure hope you have enjoyed your lessons and learned a lot

about the importance of providing good customer service for your

business.

Today we are going to go over some great tips for achieving superb

customer service ratings.

Over the last few lessons we have talked a lot about customer loyalty.

One of the most important factors in attaining and keeping customer

loyalty is to respect the people aspect of your business. Treating

customers as individuals and not just as a representation of financial

profits can give you a big competitive edge.

As we have learned during this series good customer service is a vital

part of any business. When it comes to achieving great customer

service ratings it is important to keep these simple tips in mind:

- Happy employee's make happy customers.

Keep in mind that there is no way to provide quality of customer service

without the qualified people providing it. Having contented employees

is a great way to ensure good customer service. Pay your employees

fair wages; give them good benefits and train them well. This will allow

them to exude confidence when dealing with customers and will

naturally lead to better customer service.

- Be a good role model.

Always remember that the way you treat your employees will be

reflective of how they treat your customers. You are their role model so

always be the epitome of a good server. Greet your employees

enthusiastically every day and listen when they speak. Rude customer

service is not merely a reflection of the employees’ attitudes but more

of their employer.

- Know your customers.

And let them get to know you. Recognizing your customers and calling

them by their names are indications that you really know them. They

will feel important by this simple gesture. On the other hand, by letting

them know who you are, they can also feel comfortable that they can

reach you easily when problems arise.

- Be pleasant

Give pleasant greetings when your customers walk in the door or

contact you. Greetings are important part of customer service and will

let the customers know that they are respected, valued and

appreciated.

- Provide proper training.

As we discussed in lesson three, give your employees proper training

on how to handle customer complaints. Guidelines must be set on what

to do and say in each conceivable case. Front liners play the most

important role in the customer’s experience. Be sure that your

staff know what to say and do to create a more positive and pleasant

customer experience.

- Don't forget to survey.

Devise a “What do you think of our business” survey. Create a short

and simple questionnaire with questions like we discussed in your last

lesson. For example; find out what your customers don’t like, what

should be changed and what should be done to provide better service.

The answers to these questions will be very useful in creating your

customer service plan, since your customers will be the ones making

the suggestions. Make sure you take note of all of the important points

and act on them.

The questionnaire can help you anticipate and identify customer needs.

This may sound odd, but customers don’t usually buy products and

services. They buy good feelings and solutions to their problems. Most

customers are emotional rather than logical. It is important to anticipate

their needs by talking to them regularly. This way, you can be aware of

their problems and you can take care of their upcoming needs.

Customer service is an important part of any business and it should be

viewed as an natural extension of the business. Always remember that

the customer is the most essential asset of your business and without

them, your business will not exist. Keep them happy and satisfied by

providing superb customer service and you will reap the rewards.

As we close this final lesson I would like to thank you again for joining

me for this short course and I sincerely hope that you have learned a lot

about how to provide good customer service for your business!

Please feel free to contact me if you have any questions about how to

effectively achieve the results you are hoping for from your customer

service plan.

Until then,

"add your name here"

"your email address"

"your URL here"

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