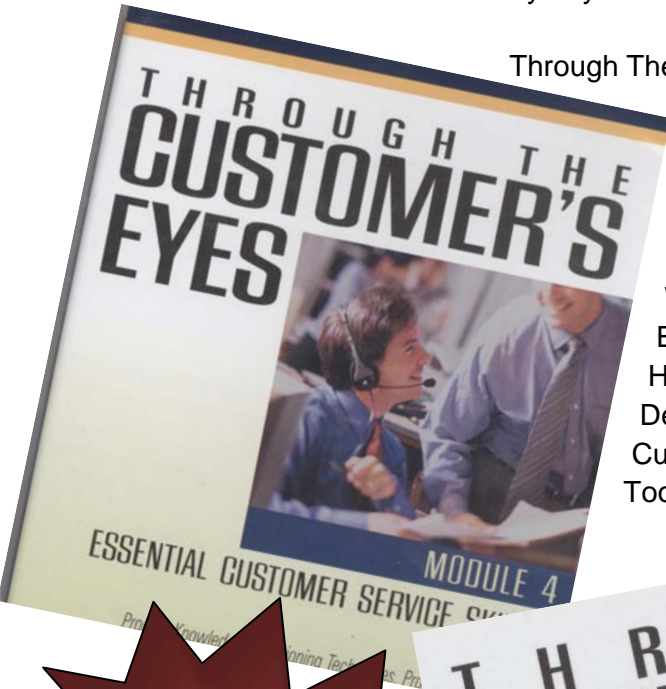
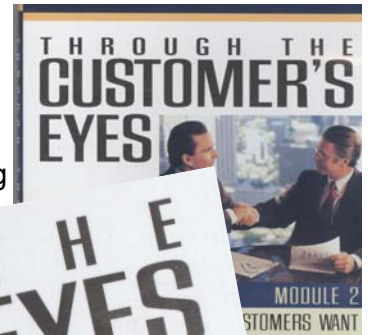
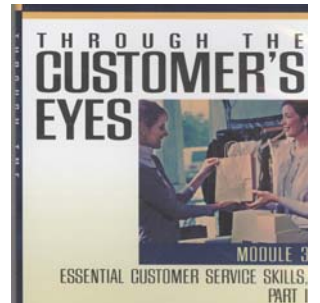
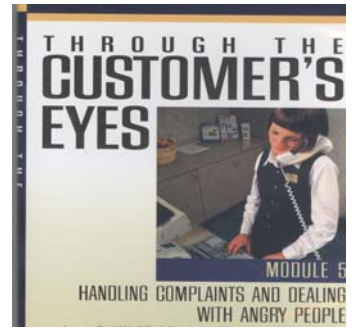


## Available for Check Out in our Pacific Library.

There is no better training investment than improving the quality of your customer service. This series is one of a kind, an entertaining and interactive training program created to prepare customer service professionals with the core skills needed to identify and satisfy customers---every day!

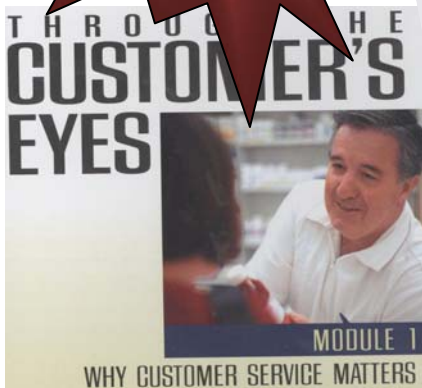


Through The Customer's Eyes is divided into six interactive CD-ROM modules that address key competency areas and core skills needed to become expertly skilled in customer service, including:

- Why Customer Service Matters,
- What Customers Want,
- Essential Customer Service Skills,
- Handling Complaints,
- Dealing With Angry People,
- Customer Service as a Strategic Marketing Tool & Customer Service Teams.



The training contained in this program applies to all businesses and every job level.



# THROUGH THE CUSTOMER'S EYES

## MODULE 1 WHY CUSTOMER SERVICE MATTERS

*How to Establish Superior Value and Profitability*

Module 1 will lay the groundwork for why customer service is critical to every organization and introduce some of the core skills and key concepts necessary for certification.

These include the following:

- The lifetime value of your customers
- Why customers are the lifeblood of any business
- How superior value will attract and retain customers
- The relationship between professional customer service and profits
- Lifetime customers can be created through great customer care

Module 1, "Why Customer Service Matters," is filled with real-world examples, interactive exercises and activities to demonstrate the importance of delivering quality service to your customers.

By completing this module and passing the certification exam, you'll be on the road to becoming a leader in your customer service organization.

This comprehensive training resource includes six interactive CD-ROMs.