I. Definition of Customer Service

II. Internal vs. External Customers

III. Identification of the Needs of the Customer

IV. The Importance of Expectations

V. Attitudes

VI. First Impressions

VII. The Shocking Truth About Image

VIII. Communication Skills for Excellent Customer Service
   A. Standards and Expectations
   B. Three Stages of Active Listening

IX. Listening

   X. Questioning Techniques

XI. Telephone Techniques

XII. Perception

XIII. Steps to Resolve Conflict

XIV. Tools for Elimination of Customer Service Problems