Learning Guide: Customer Service Management

Whether you have 5 minutes or 5 hours, online courses, videos, reference material and books are available to you online 24 hours a day on SkillSoft, the CU learning management system.

If you have less than an hour:
Short on time for learning? Try out these resources for quick information.

Watch a short video

Customer Service is an Ongoing Relationship. By Sarah Robinson. A look at three techniques successful businesses use to better their customer service. Duration: 4 minutes.

Business Exploration Series
Provides scenario-based learning, with real-world situations.

Managing a Sales Pipeline. For experienced sales professionals and managers who wish to better utilize their sales pipeline. Duration: 15 minutes. [Find it in SkillSoft by searching for: _pc_ch_sach012]

SkillSoft Simulations
In these simulations, your decisions have a direct impact on the events and result in realistic workplace consequences.

Managing a Customer-focused Department Simulation. For customer service managers, supervisors, and team leaders with the responsibility to establish, deliver, and maintain high quality customer service. Duration: 30 minutes. [Find it in SkillSoft by searching for: CUST0170]

SkillSoft printable resources
These include summaries, key points and checklists.

SkillBriefs
Establishing a Positive Work Environment
Managing Moments of Truth

Job Aids
Motivating Employees to be Customer Advocates
Creating a Follow-up Procedure

1-Hour Courseware

Find it in SkillSoft under Catalog > 1 Hour Courseware > Customer Service Curriculum
Creating and Sustaining a Customer-focused Organization
Customer Advocacy: Supporting Customer Advocacy

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If you have more than an hour:

Take a SkillSoft course

Shaping the Direction of Customer Service in Your Organization. For individuals in a management position in their organization who wish to create and implement effective service standards and strategies. Duration: 1.0 hours. [Find it in SkillSoft by searching for: cust_09_a06_bs_enus]

Identifying and managing Customer Expectations. A look into how to interpret customer values, needs, and wants in order to maintain a competitive service level advantage. Duration: 1.0 hours. [Find it in SkillSoft by searching for: cust_10_a01_bs_enus]

Business Skills Curricula
Find it in SkillSoft under Catalog > Business Skills Curricula > Customer Service Curriculum
- Managing a Customer-focused Department

If you want a Books24x7 title:

Don't forget the Books. You can access them anytime, anywhere 24x7, even with your mobile device.

Comment [KE1]: This does not sound good. Need to edit.

The Customer Experience Edge: Technology and Techniques for Delvering an Enduring, Profitable, and Positive Experience to Your Customers. By Reza Soudagar, Vinay Iyer and Volker G. Hildebrand. McGraw-Hill Copyright Reza Soudagar, Vinay Iyer, and Dr. Volker G. Hildebrand © 2012. This is a comprehensive look at how to develop customer experience programs and overall business strategies with sixty years of experience as evidence. (320 pages)

An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective. By Edmund Prater and Kim Whitehead Copyright Business Expert Press © 2013. Provides an overview of supply chain management and discusses trends in global markets for managers who wish to develop a strategically competitive framework. (190 pages)

Wired and Dangerous: How Your Customers have Changed and What to do About it. By Chip R. Bell and John R. Patterson. Berrett-Koehler Publishers Copyright Chip R. Bell and John R. Patterson © 2011. Using real-world examples learn how to re-balance the relationship between your team and the customer since the invention of the internet and wide spread technology. (265 pages)

Access these materials:

You can find all the materials featured in this learning guide in SkillSoft.
Here's how to access them:
1. Log-on to your CU campus portal (my.cu.edu) and click on the **CU Resources tab**.
2. Select **Training**.
3. Select **Start SkillSoft**. SkillSoft will open in a separate window.

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[Employee Learning and Development 2014]