



CUSTOMER SERVICE ADVANCED CURRICULUM (C-SAC) Customer Service Experience

Foundations 101

Course Days / Time: Information Session - Monday (6 – 7 p.m.)

CSX Class: Tuesday - Friday (9 a.m. – 12 p.m.)

Modality: Virtual Learning Experience

Computer Specifications: Although some of you may attend class in person and utilize Goodwill computers, you may also need to have a PC to complete or look at the digital notebook for assignments/references.

Do you have a functional computer that meets the following specifications listed below?

- 250 GB hard drive or higher
- 4 GB RAM or higher
- 2.0 GHz Intel or AMD processor
- Windows 10
- Microsoft Office (Word, Excel, etc.)
- Internet Explorer or Safari 11 or later
- Anti-virus program (updated regularly)
- Computer microphone and speakers
- Web Camera
- High-speed Wi-Fi connection obtained either at home or in a quiet study setting

Special Note: All team members must have access to their work email. Team member emails and participant emails will be the main point of contact during this course.

Course Description: In Goodwill's free Customer Service Experience (CSX) training course participants will learn how to excel in customer service, effectively understand the use of technology, and discuss the difference between offering services vs. providing an awesome experience. Goodwill's Customer Service Experience training course will also explore the essential skills needed to get and keep a job and how to improve their essential skills platform, while examining the importance of effective communication and body language during the customer experience. Goodwill's Customer Service Experience training will continue to have the elements of making sure customers feel heard, maintaining great customer relationships, developing customer service problem-solving skills, and de-escalating challenging situations.

Objectives: As a result of this course, participants will be able to:

- Identify the various technologies used in customer service-facing industries.
- Explore the differences between customer service and the customer experience.
- Assess the need for essential skills in customer service facing industries.
- Execute effective communication strategies.

Job Outlook Information: To find more information on potential careers, trends wages and benefits for those who successfully complete the course, click the following link: [Occupation Keyword Search \(onetonline.org\)](#).

Prerequisites: All participants are **required** to attend the following prior to the first day of class.

- 1 hour Information Session (This session will be used to complete pre-class materials).



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Required Text: All required reading will be available to participants through a digital notebook that will be emailed to the participant prior to CSX-Information Session.

Certificate of Completion: At the end of the course (four modules), participants will be given a certificate of completion from Goodwill Industries of the Southern Piedmont.

Attendance and Tardy Policy: Participants are required to attend ALL instructor-led modules. To receive the certificate of completion, the participant must attend all four modules during the CSX Foundations Course.

It is equally important that participants are not late to class or leave early. If for any reason a participant is late or must leave early, they will need to inform the Training Coordinator via email 24 hours prior to the start of class using the following email address:

GoodwillUniversity@goodwillsp.org. Attendance is taken at each session by the instructor.

Recommended Course Study Plan: Participants are expected to attend all four instructor-led modules throughout the duration of the Customer Service Experience Foundations Course. The instructor-led modules are as follows:

Module 1: Customer Service vs. Customer Experience

Module 2: Customer Service & Technology

Module 3: Customer Service Experience Essential Skills

Module 4: Customer Service Experience Effective Communication

Wrap Around Services: *Participants taking courses under the Customer Service Advanced Curriculum (C-SAC) will receive what we refer to as our “Wrap Around Services,” which includes Career Navigation (career coaching) and Employer Engagement (job seeking services). **These services come with the program and are not optional. Every participant will be connected to a Career Navigator once they join the Customer Service Experience Foundations training course.**

Communication Protocols: Participants are expected to communicate with the Training Coordinator via the Goodwill University email address when they will miss any Customer Service Experience modules.

Course Timeline: Below you will see the course timeline. The course calendar is to serve as the guide on what will be discussed in each module.

Customer Service Experience Course Timeline			
The order of modules are subject to change at the discretion of the instructor(s).			
Day	Module	Lessons to be Covered:	To Be Completed:
Information Session Monday 6pm-7pm	Information Session	<ul style="list-style-type: none"> • Introductions (Instructors, Career Navigators, Employer Engagement Specialist, & Training Coordinator) 	<ul style="list-style-type: none"> • Career Navigation Meeting Scheduling • Digital Notebook Navigation



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		<ul style="list-style-type: none"> • Career Navigation Meeting Scheduling • Digital Notebook Navigation • Class Expectations (Syllabus and Course Timeline) • Online Emergency Procedures • Class Pre-Survey 	<ul style="list-style-type: none"> • Class Expectations • Online Emergency Procedures • Class Pre-Survey
Day 1- Tuesday 9am-12pm	Module 1	<ul style="list-style-type: none"> • Identify the difference between customer service and customer experience • Identify ways to elevate the customer experience • Analyze the different types of customers and how to create an experience for each • Discuss the CX5's and identify the impact customer experience has on customer satisfaction 	<ul style="list-style-type: none"> • Module Knowledge Check • Module Survey
Day 2- Wednesday 9am-12pm	Module 2	<ul style="list-style-type: none"> • Assess the different roles of technology in Customer Service • Practice effective written communication in emails • Analyze the use of Customer Relationship Management (CRM) systems • Understand the Customer Service Metrics • Identify the different types of technology in Customer Service (CS) 	<ul style="list-style-type: none"> • Module Knowledge Check • Module Survey
Day 3- Thursday 9am-12pm	Module 3	<ul style="list-style-type: none"> • Identify the importance of essential skills to getting and keeping a job • Determine the difference between technical and essential skills • Analyze different essential skills and how to improve each skill discussed • Assess participant understanding of essential skills and how they can be improved 	<ul style="list-style-type: none"> • Module Knowledge Check • Module Survey
Day 4- Friday 9am-12pm	Module 4	<ul style="list-style-type: none"> • Identify effective ways to communicate with customers • Practice problem-solving techniques 	<ul style="list-style-type: none"> • Module Knowledge Check • Module Survey



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		<ul style="list-style-type: none">• Analyze ways to resolve customer concerns• Assess participant understanding of effective communication and problem solving	
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Sessions will not be recorded: It is the participant's responsibility to attend each day and complete the required work in each module with the instructor. It is also the participant's responsibility to reach out to the assigned instructor(s) if there are any questions during the module instruction.

Instructor's Information:

Heidi Bergs

Heidi Bergs joined the Goodwill University team in August of 2022. Prior to Goodwill, Heidi taught in Title I elementary schools in both CMS and Union County, and she also has a background working in marketing, event planning and education in nonprofit organizations. She is married and has two sons. When Heidi is not working, she loves movies, live music, reading, hiking, and kayaking.

Jovada Forney

Jovada Forney is a rare breed North Carolina native. She has 22 years of customer service experience, mainly in call center operations. She has held positions as a call center specialist, supervisor, corporate training associate and workforce management analyst. She enjoys helping individuals learn new concepts and technology, and gaining skills needed to grow in their life and career. In her spare time, she enjoys spending time with her daughters and traveling.