



51A Middle Street Newburyport MA 01950
Phone: 800-588-7039 Fax: 877-902-4284
contact@bhfe.com www.bhfe.com

Course Information

Course Title: **Effective Customer Service**

#368724

Number of continuing education credit hours recommended for this course:

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

CPA: 2 (All states)

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 0004761 (Ethics #0011467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy (for ethics): 002146

Ohio State Board of Accountancy: CPE.51 PSR

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

Course Description

Customer service is essential to the welfare of a business, since happy customers will keep buying from the firm for years. In the *Effective Customer Service* course, we delve into several dozen customer service best practices, all designed to keep customers coming back. Without these practices, a business may have difficulty retaining customers and so will have a more difficult time maintaining adequate sales and profit levels.

Course Content

Publication/Revision date: 1/20/2024.

Author: Steven M. Bragg, CPA.

Final exam (online): Ten questions (multiple-choice).

Program Delivery Method: NASBA QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA (CPA): Business Management and Organization

Course Level, Prerequisites, and Advance Preparation Requirements

Program level: Overview

Prerequisites: None; Advance Preparation: None

Instructions for Taking This Course

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- **To retain the course-PDF after completion (for future reference) and to enable enhanced navigation:** From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- **Complete the course by** following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- **Once you have completed studying the course** and you are confident that the learning objectives have been met, answer the final exam questions (online).

Instructions for Taking the Online Exam

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- A passing grade of at least **70%** is required on the exam for this course.
- You will have three attempts to pass the exam (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Objectives

- Identify the characteristics of customer churn.
- Specify when a business is in the best position to impress its customers.
- Identify the goals associated with customer service.
- Recall who should be responsible for the customer service function.
- Identify the ways in which the initial user experience with a product can be improved.
- Recall why collecting customer data can improve the customer experience.
- Specify how managers can work within an environment where customer service personnel are being empowered to make their own decisions.
- Specify the advantages of team-based customer service.
- Recognize best practices for the development of customer service scripts.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

Copyright © 2023 by AccountingTools, Inc. All rights reserved.

Published by AccountingTools, Inc., Centennial, Colorado.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to Steven M. Bragg, 6727 E. Fremont Place, Centennial, CO 80112.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

Table of Contents

Effective Customer Service	1
Introduction	1
What is Customer Service?	1
The Cost of a Lost Customer.....	1
Why Customers Leave	2
The Opportunity for Customer Service	2
The Need for Independent Action	3
Engage Employees	3
Set the Corporate Culture	5
Set the Level of Management Support	6
Dealing with the Existing Culture	6
Hire People Who Care.....	7
Know the Product.....	7
Include Support Personnel in Service Training	8
Anticipate Customer Pain Points.....	8
Walk Customers Through the Process	8
Collect Information About Customers	9
Tell Customers When You Don't Know	9
Treat Employees Well.....	9
Create Thorough Procedures.....	9
Empower Employees – A Lot	10
Get Rid of the Revenue-First Mindset.....	10
Set Adequate Compensation	11
Set Strategy Based on Customers.....	11
Align Customer Service Channels.....	11
The Prominence of the Customer Service Phone Number	11
Avoid or Shorten the Call Menu	12
Employ Team-Based Customer Service.....	12
Minimize Escalations	13
Go Big Picture	13
Solve the Next Problem, Too	14
Customer Request Differentiation.....	15
Collaborate on Scripts	15
Conduct Script Testing.....	15
Educate Employees About Local News	15
Conduct a User Conference.....	15
Learn from the Best.....	16
Watch the Text	16
Treating Customer Service as a Cost Center	16
Identify Frequent Customers for Special Treatment	16
Reward Customers with More Products.....	17
The Multi-Lingual Conundrum	17
Pare Back Customer-Related Controls	18
Customer Service Tips for the Growing Company	18
Financial Analysis of Customer Service	18
Customer Service Metrics	19
The Customer Service Audit	20
Summary	21
Review Questions.....	22
Answers to Course Questions	23
Glossary	25
Index	26