

## ***Build Your Customer Service Skills via LOC Learn, Part 2***

*Build Core Competencies via LOC Learn* is a series of development tools that map virtual learning resources to the Library's core competencies. This week's competency is "Customer Service." We encourage you to take this opportunity to refresh your skills and abilities, focus on developing yourself, and share these resources with a friend or coworker. Select a learning resource below:

<b>Online Learning Resource</b>	<b>Resource Type, Duration</b>	<b>Speaker</b>	<b>What you will learn:</b>
<a href="#">Use Customer Feedback to Set Priorities</a>	Video, 3:20 minutes	Brian Malloy	Communicating with customers helps an organization set and prioritize goals, as Brian Malloy illustrates in this lesson about developing a customer-centric organization.
<a href="#">Providing Telephone Customer Service</a>	Course, 31 minutes	N/A	In this course, you'll learn basic etiquette tips for answering, managing, and ending client service (CS) calls. You'll also learn how to make a good impression by listening, using questions to probe for more information, minding your tone, and empathizing with the customer. Finally, you'll learn ways of reflecting or adapting to your customer's style.
<a href="#">Customer Service on a Personal Level</a>	Video, 2:31 minutes	Rob Brown	A customer-centric culture has easily identifiable hallmarks, and your employees should know what they are.
<a href="#">Interacting with Customers</a>	Course, 30 minutes	N/A	Effectively communicating with customers increases customer satisfaction and projects service excellence. This course provides valuable advice on how to improve client service (CS) by building customer relationships with better customer conversations. It covers how to improve conversations with customers by speaking effectively, using vocal cues, listening actively, and using paraphrasing to convey your understanding of the customer's needs.
<a href="#">Customer Service: Myths</a>	Video, 2:26	Rob Brown	If you want to keep your customers happy and loyal, let go of old ideas about customer service.
<a href="#">Win the Customer: 70 Simple Rules for Sensational Service</a>	Book Summary, 8 pages	Flavio Martins	The author debunks various customer service myths and offers advice on how businesses can continuously meet and exceed customer expectations. He emphasizes the importance of the human touch in making customers feel special but he also recognizes the need for businesses to harness the power of technology to complement their customer experience touch points.