

COURSE OVERVIEW SS0565-6M-IH
Service Orientation
(E-Learning Module)

Course Title

Service Orientation (E-Learning Module)

Course Reference

SS0565-6M-IH

Course Format & Compatibility

SCORM 1.2. Compatible with IE11, MS-Edge, Google Chrome, Windows, Linux, Unix, Android, IOS, iPadOS, macOS, iPhone, iPad & HarmonyOS (Huawei)



Course Duration

30 online contact hours
(3.0 CEUs/30 PDHs)



Course Description



This E-Learning course is designed to provide participants with a detailed and up-to date overview of Service Orientation. It covers the customer service orientation and the common pitfalls in organizational change efforts; the types of customers and the importance of service excellence; the service management and customer-oriented service culture; the rational objectives (ROs) and experiential objectives (EOs); the customer expectations and the 4 kinds of treatment covering friendly and caring, flexible, problem solving and “error” recovery; and the transactional analysis in the workplace and building customer satisfaction skills.



During this interactive course, participants will learn to deal with complaints, say “no” without antagonizing and handle difficult customers; investigate customer service, communicate effectively with customers and plan a good customer service; the effective communication skills, attitude checklist and body language for a positive result; the telephone skills, written communication and dealing with difficult behavior; creating a customer service culture and improve customer expectations; the service orientation architecture (SOA), business service identification and design and the common service interaction requirements; giving and receiving constructive criticism, avoiding destructive criticism and the exceptional customer service; avoiding poor customer service and creating a memorable experience; and building and maintaining a relationship and handling difficult situations.



Course Objectives

Upon the successful completion of this course, participants will be able to:-

- Apply and gain a comprehensive knowledge on service orientation
- Discuss customer service orientation and the common pitfalls in organizational change efforts
- Identify the types of customers and discuss the importance of service excellence
- Carryout service management and develop a customer-oriented service culture
- Differentiate rational objectives (ROs) and experiential objectives (EOs)
- Review customer expectations and identify the 4 kinds of treatment covering friendly and caring, flexible, problem solving and “error” recovery
- Apply transactional analysis in the workplace and building customer satisfaction skills
- Deal with complaints, say “no” without antagonizing and handle difficult customers
- Investigate customer service, communicate effectively with customers and plan a good customer service
- Carryout effective communication skills, attitude checklist and body language for a positive result
- Employ telephone skills, written communication and dealing with difficult behaviour
- Create a customer service culture, improve customer experience and discuss service orientation architecture (SOA)
- Recognize the business service identification and design and the common service interaction requirements
- Give and receive constructive criticism, avoid destructive criticism and apply exceptional customer service
- Avoid poor customer service, create a memorable experience, build and maintain a relationship and handle difficult situations

Who Should Attend


This course provides an overview of all significant aspects and consideration of service orientation for customer service representative, sales, marketing professionals, managers, team leaders, business owners, entrepreneurs, professionals in hospitality, tourism, healthcare, social service providers, IT and technical support personnel.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -


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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Fee

As per proposal

Training Methodology

This Trainee-centered course includes the following training methodologies:-

- Talking presentation Slides (ppt with audio)
- Simulation & Animation
- Exercises
- Videos
- Case Studies
- Gamification (learning through games)
- Quizzes, Pre-test & Post-test

Every section/module of the course ends up with a Quiz which must be passed by the trainee in order to move to the next section/module. A Post-test at the end of the course must be passed in order to get the online accredited certificate.

Course Contents

- Customer Service Orientation
- Relevance of Public Service Excellence
- Why is There a Need or Public Service Excellence Now?
- Common Pitfalls in Organizational Change Efforts
- Invert the Pyramid (To Improve Service)
- Customer-Oriented Organization
- Who is the Customer?
- Types of Customers
- Who are the Stakeholders?
- What type are you?
- Carefree, Playful, Cheerful
- Independent, Unconventional, Unfettered
- Introspective, Sensitive, Reflective
- Harmonious, Balanced, Down to Earth
- Pragmatic, Confident, Professional
- Peaceful, Discreet, Non-Aggressive
- Analytical, Trustworthy, Self-Assured
- Romantic, Dreamy, Emotional
- Dynamic, Active, Extroverted
- The Service Temperature, Workshop # 2
- Case Study #1

- Quiz #1
- Service Excellence
- Service Excellence and Its Importance
- Customer Service
- Service Management
- When you are the Customer, How can you tell that the service you get or Receive is Excellent?
- Characteristics of Excellent Service Workshop # 1
- Four Kinds of Service Organizations
- Developing a Customer-Oriented Service Culture
- Rational Objectives (Ros) and Experiential Objectives (Eos)
- Customer Expectations
- What is Your Role?
- Workshop # 3 List Down at Least Ten (10) Perceptions About the Customers
- Memorable Customer Experiences
- 4 Kinds of Treatment
- Friendly and Caring
- Flexible
- Problem Solving
- “Error” Recovery
- Workshop # 4 Recalling Memorable Customer Experiences
- Workshop # 5 Analyzing Customer Characteristics
- Understanding Ourselves and our Customers
- Workshop # 6 What Customers Say and Do That Drive Us (Service Providers) Crazy
- What we (Service Providers) Say and Do that Drive Customers Crazy
- Transactional Analysis in The Workplace
- Types of Transactions
- Attitude Is Your Key to Success
- Customer Style Snapshot
- Red Hot
- Cool Green
- Rainbow
- Case Study #2

- Quiz #2
- Building Customer Satisfaction
- Skills In Building Customer Satisfaction
- Fundamental Skills in Customer Interaction
- Skills in Building Customer Satisfaction
- Dealing with Complaints
- Techniques in Dealing with Complaints
- Dealing with Complaints Exercise
- Saying “No” without Antagonizing
- Techniques in Saying “No” Without Antagonizing
- Handling Difficult Customers
- The Dirty Dozen
- Exploders
- Complainers
- Clams
- Super-Agreeables
- Negativists
- Bulldozers
- Balloons
- Procrastinators
- Selective Listeners
- Trivial Pursuiters
- Case Study #3
- Quiz #3
- The Challenge of Service
- Cycle of Service
- Rational Objectives (ROs) and Experiential Objectives (EOs)
- How is a Service Different from a Product?
- Drawing Up a Cycle of Service
- Cycle of Service (Eating in a Restaurant)
- Action Planning
- My Daily Prayer of Excellence in Customer Service
- Case Study #4
- Investigating Customer Service

- Who are Customers?
- What Do Customers Want?
- Communicating Effectively with Customers
- A Positive Organisational Image
- Planning Good Customer Service
- Service Standards
- Customer Service
- Effective Communication Skills
- Attitude Checklist
- Skills for Customer Service
- Greeting Customers
- Find Out How You Can Help
- Communication is a 2-way Process
- The Communication Equation
- Barriers to Effective Communication
- How to Listen to Customers
- Using Your Voice
- Body Language for A Positive Result
- Presentation and Manner
- Telephone Skills
- Written Communication
- A Positive First Impression
- What to Avoid
- Factors Affecting the Quality of Service
- Customers with Special Needs
- Dealing with Difficult Behaviour
- The Talkative Customer
- The Angry Customer
- The 'Know It All' Customer
- The Indecisive Customer
- The Suspicious Customer
- Role Play
- Investigating Customer Service
- Case Study #5

- Quiz #5
- Customer Service Drivers
- Fulton County and Customer Service
- Creating a Customer Service Culture
- Achievements in Customer Service
- Customer Service Opportunities
- Customer Service Drivers
- Customer Service Goals/Strategies
- Improving the Customer Experience
- Case Study #6
- Quiz #6
- Service Orientation Architecture
- Global's SOA Initiative
- What is SOA?
- Service Oriented Architecture Is Not...
- SOA
- SOA Characteristics
- SOA Implications
- SOA: Changing Thinking and Technology
- Benefits of SOA
- The Best Technology
- Focus on the Business– Process and Services
- SOA Is Fractal
- SOA and the Natural World
- The Justice Reference Architecture
- Levels of Abstraction
- Oasis SOA Reference Model
- Global's "Draft" Justice Reference Architecture
- Draft Justice Reference Architecture
- Business Service Identification and Design
- GISWG Services Committee
- SOA Principles
- Business Service Identification Three Approaches
- Service Interaction?

- What is Service Interaction?
- Service Interaction—Example li
- Does My IEPD Define All of My Service Interaction Requirements?
- Additional Service Interaction Requirements?
- “Common” Service Interaction Requirements
- Oasis, W3C and WS-I Standards
- “Common” Security Controls for a SOA Service
- Web Services Security Framework
- Other “Common” Web Services Standards for SOA Services
- Wide Industry Support for Web Services Standards
- What is a Service Interaction Profile (SIP)?
- Service Interaction Profile (SIP) Promotes Service Interoperability
- WS-I & Oasis “Common” Profiles for Interoperability
- SOAP for Interoperable Message Structure
- Interoperable Message Container— SOAP
- What About Other SIP’s
- All Service Interaction Occurs Via Messages
- Federated Query Service
- Service Enabling Legacy Systems
- Multi-Channel Delivery of a Service
- Fusion Center Services
- SOA for Enterprise Application Integration (EAI)
- SOA for Inter-Enterprise Services
- JRA Concept Map Components Summary
- JRA Concept Map Components and Services Definition Requirements
- JRA Concept Map Components and Services Definition Design
- JRA Concept Map Components and Services Definition Specifications
- JRA Concept Map Components and Services Definition Summary
- JRA Concept Map Components and Services Discovery Interaction
- JRA Concept Map Components and Services Interaction
- JRA Concept Map Components and Services Delivery
- JRA Concept Map Components and Execution Context
- JRA Concept Map Execution Context
- What is a Service?

- Case Study #7
- Quiz #7
- Promoting Customer Service Internally and Externally
- 'At Your Service' Spotlight
- Integrated Communication Strategies for Customer Service
- Approaches to Service Promises
- Managing Service Promises
- Service Snapshot: Customer Service Kobe-Style
- Ethical Issues in Communication
- Case Study: Promoting the Spirit of India
- Case Study #8
- Internal and External Customer Satisfaction
- Customer Defined
- Types of Customers
- Customer Needs and Wants
- Customer Needs
- Internal Customer Needs
- Customer Perceptions
- Criticism
- Giving Constructive Criticism
- Receiving Constructive Criticism
- Destructive Criticism
- Solving the Problem
- Wrapping Up
- Resources
- Case Study #9
- Quiz #9
- Successful Service Delivery
- Keys to a Successful Day
- Customer Service
- Exceptional Customer Service
- Poor Customer Service
- Customer Satisfaction is
- Knowledge and Support

- Knowledge and Support Needed to Provide Exceptional Customer Service
- Creating a Memorable Experience
- Relationship Building & Maintenance
- Expectations: Customer vs. Counselor
- Bias & Exceptional Customer Service
- How is customer service different?
- Difficult Customers Come in Several Varieties:
- Handling Difficult Situations
- Tips for Difficult Customers & Situations
- Case Study #10
- Quiz #10