

# cto

corporate training options

## About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a Development Plan.”*

# Customer Service in the Information Age

## Other Customer Service Courses

- Calming Upset Customers
- Customer Service Excellence
- Beyond Customer Service - Effective Programs to Retain Your Customers
- Telephone Courtesy & Customer Service Skills
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Satisfaction
- Professional Telephone Skills

Skills that Win -  
Build Teams that Win

## Contact Us

*We would love to collaborate with you*



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*Our trainers are located all across  
Australia.*

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## *Customer Service: Customer service in the information age*

### *The Challenge*

Digital channels have transformed customer service—customers expect instant responses across email, chat, social media, and self-service portals. Traditional service skills don't always translate to digital interactions and managing multiple channels simultaneously creates complexity. Organisations that haven't adapted their service approach to the digital age risk losing customers to more responsive competitors

Educate, Elevate and Empower

## *What you will Learn*

- ✓ Deliver exceptional service across digital channels (email, chat, social media)
- ✓ Maintain tone and professionalism in written communications
- ✓ Respond to customers with appropriate speed and accuracy
- ✓ Use digital tools and CRM systems effectively
- ✓ Handle the challenges of remote and asynchronous customer interactions
- ✓ Balance automation with personal touch in digital service
- ✓ Protect customer data and maintain digital professionalism

## *Who should Attend*

This modern course is essential for service professionals navigating today's multi-channel, digital-first customer environment. Ideal participants include:

- Digital customer service and support teams
- Social media community managers
- E-commerce and online service providers
- Traditional service teams transitioning to digital channels

## *Course Delivery*

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

## *Duration*

- Full Day Course

## *Group Sizes*

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

## *Pre Requisites*

None - Open to all

# Course Modules

## Module 1. The Digital Service Revolution

- How digital channels have fundamentally transformed
- The shift from single-channel service to a world where customers move fluidly across multiple touchpoints
- What has changed in the digital age and the core service principles that remain non-negotiable
- Why organisations that have not adapted their service approach to digital are losing ground

## Module 2. Delivering exceptional service across digital channels

- Understanding the unique characteristics, expectations and etiquette of email, live chat and social media
- Why the same message requires a different approach depending on the channel of delivery
- Meeting customers where they are – adapting your service style to the platform
- The digital service standards every team member should be working to regardless of channel

## Module 3. Writing with purpose - tone, professionalism and clarity

- Why written communication is harder than it looks and the misunderstanding that can happen
- Crafting responses that are warm, clear and professional
- The written habits that build customer confidence and the ones that quietly erode it
- Adapting your writing style across formal email, chat and social media

## Module 4. Speed, accuracy and the art of the right response at the right time

- Why response speed is now a core component of service quality
- Balancing the pressure to respond quickly with the discipline to respond accurately
- Managing customer expectations around response times when an immediate answer is not possible
- The cost of a fast but wrong response and why accuracy can never be sacrificed for speed

## Module 5. Using Digital tools and CRM systems to serve customers better

- Understanding how CRM systems support consistent, informed and personalised
- Using customer data and interaction history to pick up conversations with customers
- The digital tools that improve service efficiency and how to use them
- Building confidence with the technology so the tool supports your service

## Module 6. Handling remote and asynchronous customer interactions

- The unique challenges of serving customers across time zones and delays
- Managing asynchronous communication so nothing falls through the cracks
- Keeping context and continuity intact across interactions
- Staying personally engaged in customer relationships that are entirely digital

## Module 7. Balancing Automation with the human touch

- Where automations add genuine value in digital service
- Recognising the moments when a human response is required
- Writing and configuring automated responses that feel personal, warm and human
- Avoiding the trap of over-automating in ways that make customers feel like a tickety number

## Module 8. Managing the complexity of multiple channels simultaneously

- The cognitive and operational challenge of monitoring and responding
- Prioritisation frameworks for managing high volumes across competing channels
- Maintaining consistency of tone, accuracy and professionalism when switching rapidly
- Protecting your focus and your standard when the pace and volume is at its most demanding

## Module 9. Digital professionalism and protecting customer data

- Why digital professionalism extends beyond how you write to how you behave, store and handle customer information
- Understanding responsibilities around customer data privacy, confidentiality and security
- The risks of careless digital behaviour-accidental disclosures, informal language and public missteps
- Building a personal standard of digital professionalism that protects your customers, your organisation and your own reputation