

HUMBER **PRO**



Service Excellence

Micro-credential



**Earn
Your
Badge.**

Humber Pro
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Service Excellence

Service Excellence Micro-credential provides learners with the theory and practice to provide exceptional customer service in both virtual and in-person contexts. Participants understand the value of active listening and posing questions to best understand and address client needs. Using scenario-based learning, participants practice empathy-driven responses and cultivate key service behaviours that are necessary to ensure winning outcomes. This hands-on program teaches the techniques to build customer rapport and assess customer satisfaction.



Competency Achieved

Successful completion of the Service Excellence micro-credential demonstrates the earner can effectively personalize service interactions and build meaningful experiences that exceed customer expectations.

Key Topics and Skills

Module 1: Welcoming Customer Interactions

- Develop a process to successfully receive customers
- Demonstrate how to effectively greet customers
- Establish strategies that generate positive first impressions
- Apply techniques to build customer rapport

Module 2: Exploring Customer Needs and Wants

- Understand the value of asking questions
- Build effective questioning strategies
- Create solutions to listening barriers
- Apply active listening techniques

Module 3: Providing Customer Solutions

- Convey confidence when interacting with customers
- Recommend customer solutions using features and benefits
- Use empathy to address customer objections
- Demonstrate a customer-focused problem-solving strategy

Module 4: Concluding Customer Interactions

- Apply techniques that leave positive and long-lasting customer impressions
- Define and communicate next steps when concluding a customer conversation
- Demonstrate how to show customer appreciation
- Identify appropriate strategies to check for customer satisfaction

Put Humber *Pro*'s Strength to Work for You

Humber *Pro* is professional learning at its best. Aimed at bridging skill gaps and empowering learners within organizations, Humber *Pro* focuses on the specific competencies that are essential for today's competitive landscape. The Workplace Essentials suite of micro-credentials is designed to be concise and up-to-date, enabling employees to efficiently acquire the expertise they need.

Humber *Pro* provides employees with the confidence and know-how to excel in their role, contributing to improved team performance and thus ensuring that their workforce is equipped with the right skills to drive success. Companies can make informed decisions, adapt to changes quickly, and achieve their goals faster and smarter than their competitors.

Many of North America's most successful companies have recognized the value of Humber *Pro*. By investing in ongoing professional development, these organizations enhance the capacity and value of their workforce, positioning themselves for long-term success in the ever changing and dynamic business landscape.

Custom Programming

All of the Humber *Pro* modules can be customized to include industry specific examples, topics and criteria such that case studies and curriculum aligns with organizational strategic initiatives. While the standard Humber *Pro* offering is four modules, over four weeks, delivery is flexible and can be condensed based on your team's needs. Programs can be delivered in-person at Humber's training centre or on client-site at your convenience.

Understanding Micro-credentials

Micro-credentials certify an individual's ongoing achievements in a flexible, fast and affordable format. They allow skills and competencies to be verified through a distinct set of criteria (expertise, skills, achievements or other qualities) that have a direct impact on the perceived quality and value of the MC for both the Earner (learner) and the Consumer (employer).

Micro-credentials are designed to help organizations recognize and integrate critical skill sets into their workforce while supporting the pursuit of individual career goals in a stackable, portable and customizable way.

About Continuous Professional Learning

At Humber College's Continuous Professional Learning, we offer an educational experience for professionals looking to upskill, reskill or build a foundation for a new career. We support organizations looking to achieve strategic goals by empowering employees with enhanced knowledge and skills. With more than 500 courses, Continuous Professional Learning provides industry-recognized learning from qualified facilitators to develop skills that lead to excellence in the workplace.