

## Seneca College Audio-Visual Services Recommended Video/DVD List For:

### Customer Service

To find other videos in this subject area on the online catalogue, use the following headings:

Customer services

Customer relations

#### **10-minute trainer: front office (DVD) *Markham Campus***

TX911.3.F75 T46 2004

19 minutes

Provides front desk scenarios of common situations encountered by front desk personnel. Discusses strategies to solve the problems and ensure that the guest is satisfied. Includes in person and telephone scenarios and energy saving ideas when assigning rooms.

#### **Breaking down barriers achieving great service for guests with disabilities *King Campus***

HV1553 .B74 2001

27 minutes

Looks at the necessary skills and awareness all hotel employees should have so they can achieve the same level of service for all hotel guests. Topics include categories and definitions of disabilities, common myths about disabilities, basic courtesy skills, service tips for each specific disability, and facility-oriented issues and procedures.

#### **Comedy Central presents the essentials of great service (DVD)**

HF5415.5 .C877 1995

17 minutes

Saturday Night Live comedian Darrell Hammond walks us through a deli to witness customer service in action. The camera follows employees as they repeatedly display the two behaviors that create great customer service: anticipation of needs, and doing a little something extra

#### **Commendable customer service (DVD)**

HF5415.5 .C66 2004

17 minutes

Learn how to provide exceptional customer service with a smile, a professional appearance, and a positive attitude. Also learn how to stay in control when dealing with demanding or rude customers over the phone, how to actively listen, and how to come up with satisfying solutions.

#### **Communicating with customers**

HF5415.5 .C584 1997

21 minutes

Even the best customer service programs can fail if your organization's front line people aren't fully prepared. This video will provide you with dozens of tips that will help you and your organization build a superior customer service program.

#### **Complaint handling (DVD) *Markham Campus***

HF5415.5 .C66 2007

multimedia workshop

Effective complaint handling is a powerful tool for attracting and retaining customers. It is a skill that should be developed throughout organizations, but particularly by customer service personnel. However, complaint handling is often viewed in a negative light. In this Skill Builder workshop, complaints are presented as a positive opportunity for individuals and organizations to increase their competitive edge and build customer loyalty. The skills required to effectively handle complaints are also described.

**Creating customers for life innovative ideas for boosting sales and outsmarting the competition (DVD)** *Markham Campus*

HF5415.5 .C87 2006

92 minutes

"Customer retention is critical for most businesses. Experts have proven that it costs a whole lot more to attract a new customer than it does to keep an existing one. Yet many companies do not have a specific customer retention plan in place. In this exciting and idea loaded sales training video, you'll discover powerful customer retention strategies for immediately boosting sales. Highly acclaimed speaker Michael Wickett delivers practical and unique ideas for connecting with customers at a deeper level through questions, listening, and communication excellence. He shares clever tactics for boosting customer loyalty, plus he shows you how to get more referrals than ever before. He'll also show you a method and order in which to ask questions that will have a direct relation on how much the customer likes you. Finally, Michael Wickett shares creative and impactful ideas for winning your customers' trust and keeping it for life! You will thoroughly enjoy and benefit from this outstanding sales training video for increasing customer retention."

**Customer service basics**

Z711 .C875 2010

15 minutes

Learn the basics of customer service by using this program designed for all levels of staff. Among the items covered are: approachability, how to complete a transaction successfully every time, coping with unhappy customers.

**Customer service excellence: it's in the details**

HF5415.5 .C867 1997

38 minutes

Utilizes staged dramatic sequences to demonstrate the 5 basic characteristics of quality customer service, contrasted with poor service.

**Customer service: more than a smile**

HF5415.5 .C8925 1991

13 minutes

Defines good customer service, demonstrates the behaviours that ensure good customer service and strategies for coping with difficult situations. This video was created for training in libraries but uses general principles that also apply for other fields.

**The customer service toolkit (DVD)** *Markham Campus*

HF5415.5 .C86 2006

75 minutes

"Kit includes a variety of video clips in each of these service categories: face-to-face (including field) & telephone, business-to-business & business-to-consumer, as well as employee-to-employee/internal customer service. Scenes take place in over 20 different workplace settings: office, call centers, government, health care, retail, hospitality, automotive/transportation, and financial services." -- Container.

**Dealing with difficult customers (DVD)**

HF5414.5 .D43 2004

26 minutes

Video builds the diplomacy skills every service worker needs, demonstrating the best strategies for dealing with an irate patron demanding immediate attention. Step-by-step dramatizations & coaching clearly show the do's and don'ts of addressing an angry customer, focusing on body language, active listening, and exceeding expectations of good service. The program also establishes boundaries for personal safety, guiding employees through the proper approach to verbal abuse or physical threats.

**Dealing with the irate customer (DVD)** *Markham Campus*

HF5415.5 .D43 2009

21 minutes

Demonstrates conflict skills for dealing with customers' controlled, expressed, or irrational anger. Shows how professional behavior will pay off in improved customer relations.

**Don't just set prices manage them strategically! (DVD)** *Markham Campus*

HF5416.5 .N3396 2005

57 minutes

Thomas T. Nagle, President, CEO, and founder of Strategic Pricing Group, presents a lecture on the importance of communication with the customer in setting value-based prices.

**Establishing rapport** *Markham Campus*

TX911.3.T73 E78 1996

18 minutes

Talks about how to establish positive customer relations through proper communication and identification of guest profiles.

**Ethics and special needs** *King Campus*

TX911.3.T73 E84 1996

16 minutes

Talks about the importance of ethics in tourism industry. Describes how to serve guests.

**Firing your customer (DVD)** *Markham Campus*

HF5415.5 .F55 1998

7 minutes

Sometimes companies have customers who cost more to support than the profit they generate. It may be because they make only small purchases, buy only on sale, miss appointments, take up a lot of time on nuisance calls, or open accounts but don't buy anything. New technology makes it possible to develop customer profiles that highlight such cases. This program looks at the delicate art of "firing" customers - in a manner that will not offend or create negative word-of-mouth publicity.

**Fish!: catch the energy, release the potential!**

HF5549.5.M63 F5 1998

17 minutes

Shows employees how to generate the energy needed for a high morale work environment. Highlights four main concepts: play, make their day, be there, and choose your attitude. Also portrays the playful atmosphere necessary for creativity to flourish.

**Fish! tales: peak experience (DVD)** *King Campus*

HF5549.5.M63 F57 2002

8 minutes

Shows how employees of Aspen Skiing Company created more energy and fun in achieving greater customer service through the Fish! philosophy.

**Front office quality service--solving guest problems** *Markham Campus*

TX911.3.F75 F7584 1992

14 minutes

Shows how to turn complaints into opportunities to provide better service. With the four key steps for handling guest complaints, students will be ready to help a guest forget problems and remember their property's personalized attention. Includes a 1-2-3 approach for calming an irate guest.

**Handling complaints**

HF5412.52 .H36 1996

15 minutes

Complaints, whether internal or external, are an indication that a problem needs to be fixed. This video provides a formula for dealing with complaints including: how the customer feels, listening, showing empathy, apologizing and taking responsibility.

**Handling the difficult customer (DVD) *Markham Campus***

HF5415.5 .H36 2009

15 minutes

In some workplaces, employees need to deal with really difficult customers or clients - often for lengthy periods of time. Psychologist Peter Quarry explains that we need to understand why they are being difficult and explore alternative ways to effectively deal with them. He considers:

1. Range of reasons why people are so difficult
2. Understanding the importance of the reasons
3. Exploring alternative ways to manage
4. Considering what service we provide
5. Wrapping up the difficult customer interaction effectively

**If looks could kill: the power of behaviour *Markham Campus***

HM 132 .I45 2002

28 minutes

Reveals that behavior can be a powerful tool, or a dangerous weapon. We can use it positively for the good of all, or we can attack with negative behavior, to enrage, wound, scare or even kill. It uncovers why an individual can be pleasant to one person, then offensive to another, simply in response to that person's behavior. Don't allow your organization to be guilty of criminal customer service. Let this video show you how to use positive behavior to unlock the mystery of better service. How people behave when dealing with customers or colleagues can determine the success or failure of each interaction.

**Influencing others (DVD) *Markham Campus***

HF5386 .I54 2007

multimedia workshop

This skill builder workshop provides a broad overview of the subject of influence at the conceptual level. It looks at how influence is exerted in general, and then focuses on four styles of influence people use. Understanding these styles will help you to be more influential.

**The irate customer**

HF5415.5 .I73

9 minutes

A humorous look at some problems encountered with a customer who is unwilling to be reasonable. The same scenario is shown twice, once with poor customer service, once with good customer service.

**Is the customer always right?**

HF5415.5 .S53 1994

23 minutes

Through presentation of case studies, teaches techniques for dealing with difficult customer service situations.

**Let's talk...telephone tactics for better business: every call counts (DVD)**

HF5541.T4 L48 2002

34 minutes

Video program instructs viewer to: Make outgoing calls and receive incoming calls; conduct effective and efficient telephone calls in a business environment; take control of a conversation and direct a conversation towards a specific purpose; use tone, pitch, and inflection to an advantage when speaking on the phone; make a positive impression over the phone; properly compose and deliver a voicemail announcement and message.

**The meeting of minds**

HF5415.125 .M442 1973

15 minutes

Shows how improper communication can result in disappointment and frustration for the customer and lost business for the company. A classic video with John Cleese.

**The multicultural customer**

HF5415.5 .M84 1993

22 minutes

Stresses cultural adaptability and emphasizes basic interpersonal skills: sensitivity, patience and flexibility. Offers over twenty strategies to help representatives adapt their traditional customer service skills to the global marketplace.

**Organizing your business around the customer (DVD)**

HF5415.5 .S72 2003

55 minutes

Roger Siboni, Chairman of the Board of Directors of E.piphany, explains how to focus your business on profits rather than on volume through customer relationship management.

**The power of customer service *King Campus***

HF5415.5 .T55 2000

50 minutes

This videotape is designed to help you succeed in customer service. "A how-to approach to successful customer service".

**Powerful telephone tips**

HF5718 .P68 1996

87 minutes, 3 videocassettes

Improving telephone skills is one of the easiest, least expensive ways to save money, build sales, and increase productivity and efficiency. This video series will show you how to take advantage of "telephone power". vol. 1. Making a powerful first impression (29 min.), vol. 2. Handling complaints and angry callers (29 min.), vol. 3. Increasing telephone efficiency and productivity (29 min.).

**The principles of successful CRM**

HF5415.55 .P75 2007

35 minutes

Looks at the principles of CRM (customer relationship management) and its success factors, the differences between operational and analytical CRM and how these two types are used in support of an overall CRM initiative. Discusses the principles of CRM, provides examples of usage and of the CRM process, and concludes with critical success factors.

**Putting customers first (DVD)**

HF5415.5 .P88 2006

38 minutes

Learn the secrets of providing outstanding customer service to all your customers with this training program. General principles of providing outstanding customer service are explained and applied to the library setting. In addition the program looks at how the Columbus (OH) Metropolitan Library and the West Palm Beach (FL) Public Library used customer service strategies to transform their libraries. Relationship-oriented sales professionals hinge their success on 2 key elements: technical sales skills & communication skills. Demonstrates the 7 selling steps using effective sales communication skills.

**Service, ha!**

HD9985.C22 S47 1900z

8 minutes

From the television program, Venture. Looks at the service industries in Canada. Explains how poor service affects the industry and the customer. Features Cadet, FedEx and Delta Hotels.

**Seven deadly sins of customer service**

HF5415.5 .S48 1993

21 minutes

This video featuring Lilli Tomlin as telephone operator, Ernestine shows viewers how to avoid offending and losing customers.

**Strengthening customer loyalty through efficient customer service**

HF5415.5 .A48 1999

35 minutes

Industry visionary Alan Anderson discusses the key role the call center now plays in delivering customer service across all media.

**The upset customer**

HF5415.5 U67

6 minutes

Presents a humorous scenario involving an upset customer. Shows the same scenario with bad and good customer service.

**When the phone rings telephone skills for better service (DVD) *Markham Campus***

HF5415.5 .W44 2009

20 minutes

Teaches the art of telephone courtesy: making a good first impression and handling calls smoothly and professionally.

**You're hired (DVD)**

HF5415.5 .Y68 1994

51 minutes

Seven modules to be used in a workshop or by a single employee setting their own pace.

Communicates what employers want to get across to new employees.

1. Customer service introduction ( 8 min.)
2. Customer expectations (10 min.)
3. Communicating by phone (4:35)
4. Handling problems (11 min.)
5. Special customers (2:35 min.)
6. Internal customers (6:15 min.)
7. Customer service summary (7 min.).

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