

Customer Support Specialist (Klienditoe spetsialist)

Course Objectives

Upon completion of this course, participants will be able to provide professional customer support, communicate clearly and politely, confidently use modern CRM systems, and work effectively in a multichannel customer service environment.

Total Course Duration: 102 academic hours

- Instructor-led sessions: 34 academic hours (17 sessions × 2 academic hours)
- Independent work: 68 academic hours
- Format: Online via Zoom + Google Docs
- Duration: 10 weeks

Course Methodology

Theoretical training includes: lectures, discussions, case analysis, and scenario-based learning.

Practical training includes: simulated customer cases, working with sample documents, using CRM and ticket management systems, and building practical skills.

Independent work includes: homework assignments.

Course Structure

Module 1. Role and Responsibilities in Customer Support (2 sessions, 4 academic hours)

1.1 Role and functions of a support specialist, communication channels, and ways to present a product

1.2 Sales techniques in support, sales conditions, and handling customer complaints

Module 2. Communication and Service Mindset (3 sessions, 6 academic hours)

2.1 Principles of client communication and questioning techniques, client guidance

2.2 Handling requests and identifying customer needs

2.3 Polite communication techniques and objection handling

Module 3. Handling Difficult Situations (3 sessions, 6 academic hours)

3.1 Working with complaints and analyzing conflict situations

- 3.2 Managing stress and developing resilience
- 3.3 Internal collaboration to resolve customer issues

Module 4. CRM and Support Tools (4 sessions, 8 academic hours)

- 4.1 Basics of working with a CRM system
- 4.2 Applying AI solutions to business tasks
- 4.3 Basics of using ticketing systems: tracking and processing requests
- 4.4 Handling calculations and financial operations within the scope of responsibilities

Module 5. Efficiency and Teamwork (3 sessions, 4 academic hours)

- 5.1 Self-organization and planning: managing schedules and tasks in Google Calendar
- 5.2 Key performance indicators: understanding KPI and NPS
- 5.3 Handling client feedback and preparing a presentation based on one's work results

Module 6. Job Search Preparation (2 sessions, 4 academic hours)

- 6.1 Writing a resume and optimizing a LinkedIn profile
- 6.2 Soft skills for interviews: practicing key interpersonal skills and preparing for common questions
- 6.3 Mock interviews and role-playing typical interview situations

Learning Methods

Online sessions (lectures, case analysis), practical assignments with feedback, review and support in Google Docs, communication via a dedicated Telegram group.

Learning Materials

All participants will receive digital learning materials such as presentations. All materials are provided free of charge.

Course Completion and Evaluation

To complete the course, participants must:

- Attend at least 80% of sessions
- Complete all homework assignments with a score of at least 8 out of 10
- Prepare and present a final project

A certificate will be issued upon meeting all course requirements.

Participants who do not meet the completion criteria will receive a certificate of attendance.

Instructor: Alina Zhafiarova – Expert in customer support team development and international communication. She has 7 years of experience in training and teaching in customer support and sales.