



Tallinn Learning OÜ
Approved on October 20, 2025

Name of the study program:

Customer Support Specialist

Study program group:

041202 Customer Service Management / Klienditeeninduse korraldus
Klienditeenindaja kaubanduses, level 4

Learning objectives:

Upon completion of the course, the participant will be able to provide professional customer support, build clear and polite communication, confidently use modern CRM and ticket-handling systems, effectively resolve complex requests, and work in a multichannel service environment.

Knowledge and skills acquired upon successful completion of the program. Learning outcomes:

After completing the course, the participant:

- Understands the role, goals and tasks of customer support in a company
- Can interact professionally with customers in various formats — both online and offline
- Can work with the most common payment methods within their area of competence
- Can prepare a commercial offer
- Confidently uses modern CRM systems (Customer Relationship Management) and ticket-handling systems
- Applies techniques of polite communication, practices active listening, and resolves conflict situations
- Knows key customer service metrics such as NPS (Net Promoter Score) and understands core support processes
- Can work in a team focused on achieving key performance indicators (KPI — Key Performance Indicators)
- Is prepared for a job interview for a customer support position and has a completed LinkedIn profile and CV (Curriculum Vitae)

Target audience:

Specialists who wish to start or develop a career in customer support, and those working or planning to work in companies with active customer communication.

Entry requirements:

Basic computer skills. Internet access. Willingness to actively participate in an online group.

Language of instruction:

Russian

Total study volume, including classroom, practical, and independent work:

In total, 68 academic hours

- **Independent work:** 34 academic hours
- **Classroom work:** 34 academic hours
- **Duration:** 10 weeks

Course content:

Module 1. Role and tasks of customer support (2 sessions, 4 academic hours)

- Role and functions of a support specialist, communication channels, methods of product presentation
- Sales techniques in support, sales conditions, and procedures for handling customer complaints

Module 2. Communication and service mindset (3 sessions, 6 academic hours)

- Principles of customer communication and questioning techniques, customer onboarding
- Handling requests and identifying customer needs
- Polite communication techniques and handling objections

Module 3. Working with difficult situations (3 sessions, 6 academic hours)

- Working with complaints and resolving conflict situations
- Behaviour in stressful situations and development of stress-resilience skills
- Internal collaboration to resolve customer requests

Module 4. CRM and customer support tools (4 sessions, 8 academic hours)

- Basics of working in CRM (Customer Interaction Management Systems)
- Use of artificial intelligence for solving business tasks
- Basics of working in ticketing systems: ticket processing and request management
- Calculations and financial operations within competence

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

- Self-organization and planning skills: task management using Google Calendar

- Key performance indicators: KPI and NPS
- Working with customer feedback and preparing a presentation on work results

Module 6. Employment preparation (2 sessions, 4 academic hours)

- Resume and LinkedIn profile (creating a resume, formatting and optimizing a LinkedIn profile)
- Soft skills for interviews (practicing key personal skills and preparing answers)
- Mock interview (modelling typical interview situations)

Teaching methods:

- Classroom work (online): lectures, discussions, simulations, scenario-based tasks
- Practical work (online): case-based assignments, working with document samples, CRM systems, ticket-handling systems, development and practice of professional skills
- Independent work: homework assignments

Learning environment and required equipment:

Online sessions (lectures, case reviews). Practical assignments with feedback. Communication and support via Google Docs and Telegram group.

Learning materials:

Participants may receive electronic study materials in presentation format. All materials are provided free of charge.

Requirements for successful completion, including assessment:

To successfully complete the course, the participant must attend learning sessions and complete homework assignments.

Completion conditions and issued documents:

To successfully complete the course, the participant must:

- Attend at least 80% of classes

Upon successful completion, a certificate is issued. In case of incomplete requirements, a confirmation of participation is provided.

Instructor qualification and experience requirements:

- Minimum 3 years of experience in customer support, including working with support services and customer relationship management
- Experience in teaching or mentoring in online and/or offline formats