

Learning Resources

The 48-hour Dilemma (A Program On Internal Customer Service)

A dramatic demonstration of the importance of communication, competence and commitment to excellence in today's competitive business world.

Through a series of flashbacks narrated by "Freddy the Fly," the viewer learns how a crucial 48-hour period could be just long enough to lose a large (and lucrative) customer order. Covers the key elements of successful internal customer service.

Video comes with a comprehensive Trainer's Manual.

Adult
23 minutes, order 1-8841-IN

Communicating Effectively With Customers Series

The greatest customer service policies and goals are totally ineffective unless your people know how to make these policies and goals understood by your customers.

These programs are for entry level staff, and address communicating with the customer as an important sales activity - the first step in making the next sale.

A selection of video topics to help your employees or business students understand customer care

Each module covers an important step toward effectively communicating with all customers, whether it is someone who purchases your products or services, a fellow worker, or a supervisor or manager.

A comprehensive leader's guide accompanies each program.

Effective Communication Starts With You

14 minutes, order 1-8887

Communication is Selling

16 minutes, order 1-8888

The Art of Questioning

16 minutes, order 1-8889

Professional Word Power

13 minutes, order 1-8890

Effective Telephone Communication

13 minutes, order 1-8891

Communicating with Irrate Customers

14 minutes, order 1-8892

Adult, Professional
86 minutes, order 1-88871-IN

Customer Service: It Pays To Please

Outstanding non-print material. - U.S. Assoc. of College and Research Libraries.

Dramatic vignettes show steps for initial contact, knowing your product, resolving customer problems, and maximizing telephone usage. Mix of business-as-usual and irate customers; office and bank scenes.

Ages 15 to 18, Adult
19 minutes, order 1-9796-IN

Customer Service...with A Spirit

Comedy inculcates the basic principles - and importance - of superior customer service.

When three customer service reps at the Prescott Company give less than satisfactory service, they are visited by the ghost of Agatha Morgan Prescott, the company's founder, and given a wee refresher course ...

A useful program for new and experienced customer service representatives.

Adult
25 minutes, order 1-8839-IN

Service: How To Keep Your Customers And Build Your Business

With Roger Dow, Vice President, General Sales Manager, Marriott Corporation.

This program discusses how to gain customer loyalty through exceptional service. Using SERVICE as an acronym, the program outlines seven key concepts:

- * Study customers
- * Exceed customer expectations
- * Retain customers
- * Value customer worth
- * Innovate customer strategies
- * Care for customers
- * Empower associates

The importance of building partnerships with customers using a proper customer feedback system is discussed. Several simple, but effective examples of feedback systems are given. Stressing the significance of cultivating client loyalty, the program offers a unique look at a repeat customer's value by examining the worth of their total business.

Accompanying the program is a Leader's and Participants Workshop guide.

Adult
39 minutes, order 1-8543-IN



Learning Resources

Teamwork: Achieving Success

There are numerous benefits to be gained from working on a team versus working individually to achieve goals.

This program describes the positive results of effective teamwork, including increased participation, empowerment of the members to make decisions, a greater sense of involvement and achievement, improved product quality, and higher customer satisfaction.

Viewers will also learn ten important factors that help the individual to become an effective team member, including establishing clearly-defined roles, communicating well, showing respect and support for fellow team members, and being flexible.

Adult
11 minutes, order 1-9119-IN

White Collar Crime Series

White Collar Crime: Understanding White Collar Crime

Defines white-collar crime and explains how to know when a questionable deal becomes a white-collar crime.

Also describes some of the key characteristics of a confidence artist and the importance of conducting background checks in financial transactions.

27 minutes, order 1-8795

White Collar Crime: Telemarketing Fraud

Demonstrates how telemarketing fraud is committed and how to avoid becoming the next victim.

Covers the telemarketing techniques, mail order schemes and other scams used by confidence artists to take your money. Also explains how to tell when products and services being offered are legitimate.

25 minutes, order 1-8799

White Collar Crime: Frauds & Scams Against Seniors

With the growing population of seniors, there are more fraudulent schemes aimed at this sector of society than ever before. This program shows how to spot a scam before it's too late.

Describes the vulnerability of seniors and details the most common forms of fraud and how to prevent them.

22 minutes, order 1-8802

White Collar Crime: Embezzlement

Each year billions of dollars are lost to financial criminals. Much of this is taken through embezzlement.

Learn about the motivation and techniques of embezzlers through interviews with financial experts, police and victims. Also learn how to establish an effective defence against them.

24 minutes, order 1-8804

White Collar Crime: Advance Fee Loan Schemes

Demonstrates through interviews with victims how advance fee scheme criminals operate.

Topics include: the characteristics and motivation of these criminals, preventative measures to avoid their schemes, and who to contact if you become a victim.

17 minutes, order 1-8806

Adult, Professional

115 minutes, order 1-87950-IN

This listing is correct as of Friday January 5, 2001 but is subject to change without notice. If this listing appears to be out of date, please contact us for up-to-date pricing and availability. This is Subject Nbr 105. For a brief master list of all available subjects, request document number 800. For an ORDER FORM, request document number 801

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