

Customer Care and Telephone Skills

One Day Course

Who will benefit

This course is designed for employees who use the telephone.

Objectives

The telephone is perhaps the most essential of business tools. Every employee who uses the telephone creates an impression. This course enables delegates to have a greater understanding of the principles of telephone techniques as well as increased confidence when using the telephone. Participants will develop more refined communication skills - critical to the promotion and maintenance of successful business relationships.

Defining Service Excellence

- What makes service memorable?
- Achieving excellence
- Consequences of good and bad service experiences

Incoming Calls

- First and lasting impressions
- Key stages of the call
- Adopting a professional and friendly attitude

Managing Difficult Situations

- Handling complaints
- The angry customer
- Saying "No" without feeling guilty
- Communicating solutions to customer problems
- Assertive, aggressive and submissive behaviour

Preparing to Make Telephone Calls

- Planning and preparation
- Telephone personalities
- Achieving rapport and empathy

Understanding Telephone Communication

- Practical advantages and disadvantages
- Psychological advantages and disadvantages
- The fourteen principles of telephone communication

Successful Questioning Techniques

- Using different types of questions effectively

Listening Skills

- Appreciate barriers to listening
- Guidelines for more effective listening
- Practice active listening skills

Objection Handling

- Types of objection
- Model for handling objections

Last Impressions

- Creating a positive last impression

Personal Action Plans

- Participants plan and review what they will do on return to work