

Emotional intelligence for customer service

Overview

The age profile of those operating in customer service roles in the United Kingdom is between 18 and 40, yet the customer bases they serve can range from 16 (or less) to 80 (or more). And a customer's age is just one of many differentiators that can affect their requirements and expectations. Having the dexterity to accommodate the different expectations, preferences, styles, needs and behaviours of the full range of customer types requires emotional intelligence. This programme starts participants on a programme of awareness of the impact of their own interpersonal interactions and their plans for development in dealing with the everyday situations they encounter with customers.

Objectives

This workshop will help participants:

- Understand their own values and beliefs about the work environment
- Consider how we transmit intentions and expectations to others
- Read the signs they are receiving during customer interactions
- Empathise with the situation, demonstrating understanding of their situation
- Review language and the impact it has on the message
- Achieve lasting solutions whilst developing loyalty from the customer

Who should attend?

Those working within customer-centred or service-based organisations with the accountability for representing their organisation on a day-to-day basis, whether face-to-face, on the phone and or in written communication (email, social media, blogs, etc).

Format

A very practical, interactive one-day session for a maximum group size of 12. There are lots of different activities throughout the day – group exercises, 'table-top' activities, critiquing of real-life calls / video clips, quizzes, practice activities and scenarios – as well as a number of formal inputs from the trainer.

The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day whilst at the same time delivering the programme as agreed with the client in order to meet the specified learning objectives.

Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours. As a rule, there is no additional charge for this service.

Expert trainer

Scott focuses on helping people to understand people. People make purchases, people sell to people. Even internet selling platforms are designed by people. People want to be happy when they make their purchase. Scott applies positive psychology techniques to his training and encourages participants to build on their core strengths and attributes.

Working in the retail banking sector, Scott formed a strong framework of customer service sales and service standards, interacting with customers face-to-face or on the telephone, including via customer

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contact centres. He then used this expert knowledge and skill to train and coach colleagues. After leaving the corporate world Scott developed his experience as an independent trainer and coach with a wide range of businesses and sectors including retail, hospitality, travel, finance, technology, wholesale, education, charities, utilities, legal and manufacturing.

Workshop outline

1 Exploring emotional intelligence

- The development of emotional intelligence
- The mental processes
- Triggers and responses
- Signs and signals
- Emotions and responses

2 Recognising the signs in others

- Visual clues – how body language speaks volumes
- Facial muscles and the impact on voice tone
- Emotional reactions – the scale of rising emotions
- Understanding the other's point of view

3 Recognising the signs in ourselves

- Recognising our reactions
- Depersonalising the response
- Using rapport to build relationships
- Taking accountability

4 Achieving outcomes

- The results gained from emotionally intelligent encounters
- Gaining satisfaction
- Developing empathy – walking in the customer's shoes
- Resolving issues so they stay resolved
- Reducing escalations and achieving thanks

5 Destressing and 'off-loading'

- Mindfulness and wellbeing
- Coping strategies for stressful encounters
- Growing optimism – there's always a solution
- Recognising progress
- Coaching others

6 Pulling it all together

- Setting emotionally intelligent personal goals and targets
- Personal learning summary and action plans

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