

# Call coaching skills in the customer service environment

## Overview

Perfecting the call-handling skills within a team requires a style of coaching which brings out the best responses and reactions. Giving feedback and facilitating improvements requires motivational and positive input. Coaching is an art which requires a high degree of skill and communication techniques if it is to achieve the right result: this programme focuses on an approach to feedback which contains all the best practices combined and provides the opportunity for practice in a supportive learning environment.

## Objectives

This workshop will help participants:

- Understand what motivates call handlers to respond to feedback
- Appreciate the difference between fact and opinion
- Handle more sensitive feedback
- Develop positive change programmes
- Handle resistance to change
- Recognise and praise incremental improvements
- Readdress habits which are hard to shake

## Who should attend?

This one-day programme is designed for team leaders and supervisors with responsibility for call-handlers and customer service representatives who are dealing with customers on the phone, online or via email.

## 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.

This programme uses a Six Step Model for feedback which can be adopted by attendees immediately upon their return to work.

**Any questions? Please just give us a call on 01582 463464 – we're here to help!**

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### 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 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 Coaching and its purpose

- The benefits of coaching
- Using the GROW model
- Exploring the knowledge, skills and behaviours of an effective coach
- Applying the appropriate coaching styles

#### 2 Quality monitoring and control

- Setting and using organisation standards
- Sampling communications
- Real time monitoring and its impact
- Recording and tracking results

#### 3 Eliciting feedback

- Using effective questioning
- Using the Six Step Debrief
- Handling reluctance or resistance
- Applying active listening techniques
- Focusing on the approach and outcome results

#### 4 Using evidence-based feedback

- Staying away from opinion
- Supporting feedback with evidence statements
- Demonstrating through data
- Dealing with barriers and excuses

#### 5 Setting development goals

- Setting improvement targets
- Securing commitment
- Providing necessary support
- Applying corrective actions

#### 6 Monitoring and recognising improvement

- Celebrating achievement
- Communicating results
- Acknowledging best practice
- Reporting upwards

#### 7 Pulling it all together

- Seeking a personal coach
- Personal action plans

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