

Call control with confidence

Overview

The cost to an organisation of mis-handled calls is very often out of all proportion to the root cause of the initial call. Yet the skills required to control customer calls are well-known and can be successfully taught and mastered. This programme shows how calls can be controlled and dealt with swiftly, efficiently and to total customer satisfaction.

Objectives

The objectives of this programme are to:

- Provide skills training to newer members of the team
- Refresh the skills of those wishing to attend from existing teams
- Show commitment to the development of the team members
- Honour staff development and skills enhancement expectations
- Complement the competencies required to be successful customer service ambassadors for your organisation

By the end of this course participants will be better able to:

- Recognise the causes of customer frustration
- Quickly establish the facts
- Remove behaviours which antagonise or aggravate the situations
- Take control of the call to offer confidence to the caller
- Reduce the number of escalated calls
- Manage the expectations of the caller as to possible solutions
- Deal confidently with uncertainty, reassuring the customer through style and manner

Who should attend?

Sales, customer service and call centre staff – and any other staff who are regularly on the receiving end of telephone calls from customers and clients.

Format

This one-day course uses a mixture of formal tutor inputs, practical exercises, role play and tutor-facilitated discussion.

Depending on the number of participants and their pre-course skills levels, it may be preferable to run this programme over two days rather than one.

Special features

The course can be tailored, at no additional cost, according to organisational need and/or the skill level of the participants.

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.

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

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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 Introduction

- Profitable customer service
- 'Call reasons' – brainstorm exercise
- What are the expected standards?

2 The key techniques

- Behaviours and consequences
- Questioning to establish facts
- Gathering the right information
- Behaviours which antagonise
- Tactics to eliminate irritations
- Developing rapport with 'Mr Angry'
- Exuding confidence
- Using voice control

3 Putting it to the test!

- Preparation for role play
- Role plays with feedback

4 Conclusion

- Open forum
- Review
- Action planning
- Close

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