

# World Class Telephone Customer Service

## Sample Introductory Level (1/2 Day, 1 Day)



The introductory World-Class Telephone Customer Service Level explores customer expectations, and the fundamental principles involved in meeting them. The challenges of consistently conveying the message, "I care" to customers over the telephone is graphically demonstrated. Tools and specific language skills for communicating this message are introduced, and participants learn to identify the most common behaviors and traps that lead to service failures.

Calls are broken down into their basic components, and participants learn their role and customer expectations at each step. Telephone etiquette is highlighted, and participants assess their current listening skill levels, and how they can improve.

This workshop includes highly motivational elements, and drives home to participants the positive difference they can make in the lives of their customers. The full-day version of the program includes a more in-depth look at the concepts introduced, with greater role-playing and audio taping to more effectively internalize the skills.

### Outcomes

Participants will:

- Consistently maintain a positive demeanor
- Consistently create positive first impressions with callers
- Use positive language strategies to create customer comfort
- Recognize customer needs and expectations
- Demonstrate greater motivation and positive attitude



### Who it's for

- o Anyone interacting with people on the telephone
- o CSRs, salespeople, technical support reps
- o Supervisors, managers, team leaders, executives

### Methodology

- Instruction
- Interactive exercises
- Workbooks
- Audio taping

### Key Learning Points

- ✔ First impressions
- ✔ Voice tone and voice control
- ✔ Positive and negative language triggers
- ✔ Advanced active listening
- ✔ Call control
- ✔ Determining customer expectations

Group Size:	5 - 15 per group
Program Length:	4 - 8 hours instruction
Program Format:	Interactive workshop
Pre-work:	No
Certificate:	No



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