



CUSTOMER EXPERIENCE SKILLS TRAINING

in a contact / call centre environment

Who this course is aimed at

This two-day interactive and engaging course is aimed at anyone who speaks to customers over the telephone and aims to provide an exceptional customer experience.

Course aim

To give attendees the skills to create excellent first and last impressions, taking control and responsibility for the call and resolving it to the customer's satisfaction.

Course objectives

By the end of the course attendees will:

1. have identified the top standards and the worst poor standards of customer experience, and agreed on best practice across their team;
2. have explored, learned and practised the skills for progressing through the 'call recipe':
 1. Open the call
 2. Identify the issue
 3. Resolve the issue
 4. Check customer satisfaction
 5. Close the call
3. be able to take control of a call by defusing the customer's emotion first before addressing their query, thus building rapport and showing understanding for the customer's situation;
4. effectively use the customer's and their own name to build rapport and make the customer feel like an individual;
5. explored how their voice sounds, ensuring a strong, assertive and caring image is portrayed at all times;
6. assessed their skills of active listening to encourage the customer to talk and achieve accurate understanding;
7. transformed in-house jargon into plain English;
8. demonstrated the correct use of the telephone "hold button" ensuring the customer isn't left waiting unnecessarily or in the dark;
9. adopted best practice for transferring a call to another person / team, ensuring correct information is passed on to the next adviser / manager, and the customer is aware of the benefits to them in being transferring;
10. practiced using Power Words to raise emphasis on certain actions;
11. practiced replacing negative language with positive language to influence the customer more positively;



12. close a conversation with a customer maintaining interest in the customer and their query, checking for customer satisfaction and asking if they can help in any other way;
13. listened to some live recorded calls and critiqued them for customer experience against a set criteria.

WHAT TO DO NEXT

This course will be tailored to suit the needs of your people, and your own in-house standards will be included and reinforced during the training.

Please contact us to find out how this course can help your organisation.

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We look forward to hearing from you.