

# Delivering Excellence in Customer Service via Email & on the Telephone

1 Day **ETW**

## OVERVIEW

This one-day workshop focuses on the latest thinking on how to deliver a differentiated customer experience via email and on the telephone. Being aware of the do's and don'ts makes a difference in developing long-term customer loyalty.

The workshop will provide participants with a unique collection of prompt cards offering 'top tips' and will equip them with the skills to manage their customer service interaction in the most up-to-date and effective way.

## DESIGNED FOR

Suitable for individuals who interact with both internal and external customers where the use of email and telephone communication is high.

## LEARNING OUTCOMES

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

- Project a professional 'brand image' of their organisation.
- Identify their customers' real needs swiftly.
- Assess and change their behaviour when managing difficult situations.
- Investigate their personal impact on customers - do's and don'ts.
- Plan and manage their response to their customers.
- Practice Top 10 best practice techniques for managing the interaction.

## TOPICS COVERED

### Professional Customer Service

- A service that reflects the values of your organisation
- Matching your service to your brand image
- Right first time – attitude, thinking and behaviour

### Sounding out Customers' Real Needs

- Acknowledging the customer and the issues
- What do they want from us?
- Responding positively every time

### Understanding Personal Impact - Do's and Don'ts

- Words and phrases
- Tone of voice
- Pace and rate of engagement
- First time understanding

### Developing a Customer Focused Relationship

- Managing the relationship by voice and words only
- Planning to solve customers' problems

### Email and Telephone Best Practice Techniques

- Open, read, reply and sign off
- Top 10 mistakes
- Top 10 tips
- Managing difficult callers and their expectations - do's and don'ts

### Personal Application Planning

## EXTRA NOTES

*An equivalent course is available in Arabic. Please call us for details.*

