

Servicing4Success: Call Centers



Deliver the WOW factor over the phone to improve customer satisfaction

What You Will Learn

- Learn how one negative experience can tarnish a company's image
- Understand the various levels of the customer experience
- Improve the communication skills of your customer service support staff
- Learn stress management techniques for the service culture
- Learn various motivation techniques for maintaining a PMA everyday
- Understand the steps in the iSpeak customer service process
- Study the most persuasive words in the English language
- Master the characteristics of good listeners and implement techniques for active listening
- Learn techniques for dealing with difficult customers
- Understand the importance of internal customer service
- Implement new methods of establishing and building rapport
- Utilize questions to identify your customer's needs
- Participate in group discussions based on your service experiences

Who Should Attend

- Customer Service Personnel
- Sales Professionals
- Support and Help Desk Personnel
- Anyone who interacts with a customer over the phone

Course Duration

- 14 hours



Customer service determines whether or not your customers will stay with you. Serving our customers in a manner that will not only meet, but exceed their expectations is the key to creating passionate advocates for your company. Servicing4Success: Call Centers will teach call center customer service representatives how to deliver the WOW factor. This interactive program enhances the customer service skills for every CSR that interacts with a customer over the phone by teaching the importance of communication skills, effective listening, how to defuse challenging customers, and how to respond to tough questions.

Course Outline

- **Foundation of Customer Service**
 - Levels of Customer Service
 - What Customers Want
 - Building Customer Loyalty
 - Internal Customer Service
 - Creating a Service Culture
 - iSpeak Customer Service Model
- **Greeting the Customer**
 - First Impressions
 - Moments of Truth
 - Establishing and Building Rapport
 - Communication over the Phone & Email
 - Phone Etiquette
- **Communication Skills**
 - Communication Factors
 - Using Persuasive Words
 - Positive Customer Service Words
 - Using your Voice
 - Phone Communication Tips
 - Email Etiquette
- **Listening to the Customer**
 - Types of Listening
 - The cost of Poor Listening
 - Characteristics of Good Listeners
 - Developing Active Listening Skills
- **Questioning Skills**
 - Types of Questions
 - Identifying Customer Needs
 - iSpeak Questioning Process
 - Follow-up Questions
 - Difficult Questions
- **Responding to Customers**
 - Responsive C.A.R.E.
 - Identifying Challenging Customers
 - Defusing Challenging Customers
 - Bridging and Transitioning
- **Resolving Customer Issues**
 - Acknowledging Customers
 - Negotiating in Customer Service
 - Customer Appreciation
 - After the Call
 - Time Management
 - Positive Attitude in Customer Service
 - Stress Management Techniques
- **Implement to Improve**
 - Continuous Self Improvement
 - Satori Moments
 - Customer Service Commitments
 - 21-day Habits
 - Customer Service Resources and Tools

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