

## TELEPHONE ETIQUETTE AND CUSTOMER CARE

<b>Unit Standard</b>	<b>14348/14338</b>
<b>NQF</b>	<b>Level 2-3</b>
<b>Credits</b>	<b>3-10</b>
<b>Duration</b>	<b>1.5 Days Training Intervention (Day 1-09h00-16h00; Day 2-09h00-12h00)</b> <b>Follow-up Implementation Workshop (09h00-12h00)</b>
<b>Organisational Development Area</b>	<b>Front Office and Back Office – Call Centre Agents</b>

### SYNOPSIS

We all come to the table with a different set of experiences, circumstances, education and values & beliefs. No wonder "Communication" is the biggest challenge in most organisations! Proficiency in communication skills is critical to success.

The call centre is the voice of the bank. Just like the branch, the call centre can make or break customer relationships. Unprofessional call centre agents can damage the bank's reputation with each call.

So, what can you do to make sure that your call centre personnel are presenting a positive, professional image of the bank while solidifying excellent customer relationships? The answer is to educate your call centre agents and provide them with the tools they need to succeed.

This course identifies telephone and customer care skills needed to be successful and more professional. It provides strategies to enable you to give your callers the quality service they deserve. You will learn tips for handling the telephone, ways to manage the discussions, and how to influence your customer perception of your company.

The key to having successful call centre agents is to train the agents to effectively understand skills like empathy, assertiveness and self motivation.

### COURSE OUTLINE

- The truth in customer care;
- Accentuating the positive;
- Basic customer care principles;
- Active listening, empathy in Emotional Intelligence and Self Efficacy;
- Self Image, Self Awareness and Self Motivation;
- Generation X, Generation Y explained;
- Learning effective articulation skills;
- Solving customer problems;
- Customer call response time;
- Handling the stress of customer care;
- Strategies for staying courteous under stress;

- Accurate telephone procedures;
- Voice skills and etiquette;
- Assertiveness versus aggressive handling of customers;
- Restraint versus retaliation;
- Analysing, understanding and providing solutions for the ten types of difficult customers.

### **COURSE OUTCOMES**

Upon successful completion of this course, learners will be able to demonstrate their ability to:

- Making a good first impression;
- Definition and understanding of telephone etiquette;
- Actively listen with skill and empathy;
- Appear professional and confident when speaking;
- Use the voice correctly when speaking;
- Deal with problems over the telephone;
- Overcome nerves when under pressure;
- Thinking on your feet;
- Adapt policies and procedures in order to provide the correct answer to the solution;
- Accurately analysing the customer's needs and wants;
- Successfully dealing with difficult and challenging clients.