

## 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>2 Days Training</b>
<b>Organisational Development Area</b>	<b>PA's / Secretaries Front Office Staff 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.

PA's, Secretaries, Front Office Staff and Call Centre Agents are the voice of an organisation. Unprofessional or poorly trained staff can damage the organisation's reputation with each call or customer interaction.

So, what can you do to make sure that your personnel are presenting a positive, professional image of the bank while solidifying excellent customer relationships? The answer is to educate your staff 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 internal/external customers the quality service they deserve. Each delegate 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 interactions with internal and external customers is for staff 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.