

## **TELEPHONE COURTESY & CUSTOMER SERVICE**

- ❑ The Importance of the Telephone to Your Organization
- ❑ Learning to Understand the Customer's Needs
- ❑ Telephone Statements You Must Avoid
- ❑ The Value Of Asking Effective Questions



### **What is the Course About?**

We depend so much on the telephone – it is more than anything, a connection a precious lifeline for your organization to your customer. If quality customer service matters to you, then the quality of your telephone contact with customers is vital. Proper telephone techniques are a key element in this context, but they are one of the hardest things for people to value highly. Each of us uses the telephone everyday and we communicate in comfortable styles we have always use – it's hard to see the need to study new techniques, or change what we do.

TELEPHONE COURTESY AND CUSTOMER SERVICE develops a way of thinking about customers that will focus your efforts on putting quality customer service first. The techniques you will learn are tested methods for handling the telephone and everything from the sound of your voice to follow up calls is covered. Features of new telephones are important to know as well because they can greatly improve how you deal with calls. Throughout, the response of the customer is matched with your approach so that you can learn to the customer needs.

#### **The objectives of this course are:**

1. To Describe the basics of providing high-quality customer service
2. To explain proper telephone skills
3. To explore the importance of understanding customer needs
4. To explain the essential role customer service plays in creating a favorable impression of the company

## **Contents**

### **Part 1: Quality Customer Service**

- ❑ You Play a Key Role
- ❑ Customer Service is Everyone's Responsibility
- ❑ The Importance of the Telephone Within Your Organization

### **Part 2: Proper Telephone Skills**

- ❑ Skills 1: Handling the Telephone
- ❑ Skills 2: Mastering Voice Inflection
- ❑ Skills 3: Using Your Best Voice
- ❑ Skills 4: Addressing The Caller
- ❑ Skills 5: Answering the Telephone
- ❑ Skills 6: Practicing Effective Listening
- ❑ Skills 7: Managing Objections
- ❑ Skills 8: Learning the Art of Negotiation
- ❑ Skills 9: Making the Service Follow-up Call
- ❑ Skills 10: Asking Questions
- ❑ Skills 11: Making the Outbound Service Call
- ❑ Skills 12: Delivering Bad News
- ❑ Skills 13: Managing Different Caller Behaviors
- ❑ Skills 14: Managing Telephone Messages
- ❑ Skills 15: Managing the Customer Callback
- ❑ Skills 16: Avoiding Statements that Give the Wrong Impression
- ❑ Skills 17: Managing Technology
- ❑ Skills 18: Closing the Conversation

### **Part 3: Understanding Customer Needs**

- ❑ Take Time to Understand
- ❑ What Your Customer Wants
- ❑ Interpreting Customer Needs
- ❑ Attitude is Your Key to Success
- ❑ Quality Customer Service Defined

### **Part 4: Managing the Customers Perception**

- ❑ Create a Positive Image
- ❑ Your Telephone Service Skills Inventory
- ❑ Your Action Plan for Better Service

**WHO SHOULD ATTEND:** This workshop is essential for all Team Leaders, Supervisors, Executives, and all other responsible staff

**DURATION:** 2 Days (can be customized to 1 or 3 days)

**SUPPLIED MATERIALS:** Participant Reference Guide, Practical Exercises, and Personality Profile Assessment Guide