

Effective call handling - delivering a great Customer Experience

Having productive conversations is at the heart of a great Customer Experience. This workshop explores all aspects of the Customer Experience, understanding that harnessing the 'Human Element' is crucial to success. Using the Call Cycle, participants will develop their own quality standards for effective call delivery, and recognise that getting the Customer Experience right leads to increased sales and revenue, a decrease in complaints and improves the ability to surprise and delight the customer.

BENEFITS TO YOUR BUSINESS

- Improved overall consistency and quality of call performance in the contact centre.
- Increased sales as agents understand how to build effective customer relationships.
- Increased positive word-of-mouth referrals, lowering the cost of client acquisition.
- Customers who are happy are more likely to return, increasing brand loyalty.
- Contact centre agents become more analytical in the way they identify a successful Customer Experience.

WHO SHOULD ATTEND?

This course will be of benefit to employees who are customer-facing (both internal and external) and all those who have the opportunity to influence the Customer Experience.

LEARNING OUTCOMES

By the end of the workshop you will be able to:

- Recognise moments of truth in customer service; the customer journey and experience.
- Understand how to adapt the image we portray and the components that contribute to how customers see us: body language, words and tone.
- Develop standards for customer service and create our own scorecard.
- Identify and understand the difference in customer personality styles.
- Utilise the skills and knowledge learned to increase our capacity to have great conversations with our customers and drive an enhanced Customer Experience.



WORKSHOP OUTLINE

Assessing the competition

An interactive exercise where we look at the level of service offered by ourselves and our competitors. We aim to bring new objectivity to customer service and our perception of world-class service by examining some typical customer interactions through in-depth call analysis.



Creating and maintaining customer rapport

Harnessing the skill of Emotional Intelligence to raise our self-awareness, we explore both our own and our customers' personality styles. Building rapport and developing empathy, we learn how to build better relationships with our customers.



Developing a positive image

Learn the three specific factors that govern others' image of us, either as an individual or as an organisation. Participative exercises will reinforce the importance of body language over the phone; the words we use and the tone and way we use them.



Benefits of enhanced listening and effective questioning

Learn how to hone our listening and questioning skills at a deeper level; this will help us understand our customers better and allow us to meet their needs more effectively.



Recognise the benefits of using a structured approach to handling challenging calls

Some customer calls will be more challenging than others. Here we focus on skills and techniques to approach each call confidently, including how to handle high-emotion situations that may arise. Applying a structured process to all our customer calls ensures that the opportunity for successful outcomes is much higher.



Steps for self-care and action planning

Managing ourselves well when handling high volumes of calls and supporting a wide range of customers in a busy environment is key. Here we explore some useful ways to enhance our self-care as we create tangible actions which we can implement back in the contact centre.

