

Webchat – delivering a great Customer Experience



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Having positive Webchat conversations that generate a great Customer Experience is integral to a successful Contact Centre. This workshop explores all aspects of the Webchat process, recognising that harnessing the ‘Human Element’ is crucial to success. Utilising a Webchat flow process, participants identify their own quality standards for effective Webchat delivery, understanding that getting the Customer Experience right leads to increased sales, a decrease in complaints and improves our ability to surprise and delight the customer.

BENEFITS TO YOUR BUSINESS

- Improved overall consistency and quality of Webchat performance in the contact centre.
- Increased sales as agents create more effective customer relationships.
- Consumer loyalty and satisfaction increases as each customer feels more valued.
- Reduction in any ‘robotic’ or impersonal feel to Webchats (a common customer complaint) achieved by harnessing the ‘Human Element’.
- Increased positive word-of-mouth referrals from our customers.
- Investing in a more skilled and effective workforce ensures they can deliver appropriately paced and personalised experience every time.

WHO SHOULD ATTEND?

This course will be of benefit to employees who are supporting customers using Webchat, and therefore have the opportunity to positively influence the Customer Experience.

LEARNING OUTCOMES

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

- Evaluate and identify a good Webchat experience vs. a bad one; recognise moments of truth in the customer journey.
- Hone our listening and questioning skills to a deeper level, allowing us to understand our customers better and meet their needs more effectively.
- Explore the Webchat flow process, working with a template-based approach where needed that is the correct fit and enhances the conversational flow with the customer.
- Understand how to improve the image we portray and how customers see us through the words and tone we adopt.
- Increase our capacity to have great conversations with our customers; convey empathy and build rapport by harnessing our Emotional Intelligence.



WORKSHOP OUTLINE

Assessing the Webchat landscape

An interactive exercise where we look at the level of service we currently offer our customers over Webchat, using a set of quality standards to measure our effectiveness. Identifying and gaining agreement on what constitutes a good or bad chat by examining some typical customer interactions. Exploring together the challenges of balancing customer satisfaction whilst encouraging customers to commit to the sale or service provided.



Creating and maintaining rapport to build customer relationships

Looking at how we greet the customer and establish rapport, improving personalisation to give a more positive experience that ensures our customers feel like individuals. Learning how to effectively empathise, harnessing our Emotional Intelligence so we can relate to our customers better. Exploring ways to stay calm and professional in challenging customer situations.



Developing our positive language

Learn how the words we use govern others image of us, both as an individual and as an organisation. Participative exercises will reinforce the impact of the words we use and the way we use them; using positive language that avoids jargon and irritants. Exploring how to convey this through our tone of voice in an appropriate and timely manner during the Webchat conversation.



Enhancing our listening and questioning

Ensuring we communicate effectively and fully understand the customer's query before responding, using the skills of advanced listening to avoid assumptions. Making use of different types of questions to probe and clarify as well as anticipating questions in advance. Ensuring all our responses convey clarity and aid understanding.



Webchat flow process and templates

Examining how to work with a template-based approach that is the correct fit and enhances the conversational flow with the customer; identifying how to adapt content appropriately. We will highlight the challenges of dealing with detailed and multiple conversations; conveying large amounts of information efficiently and clearly whilst ensuring our responses still feel personal and human.



Coaching and action planning to improve the Customer Experience

Generating ideas to improve the customer Webchat process and experience, we will create a group action to take back to the workplace. Identifying participants' personal goals for development we will consider how to utilise the coaching process to support our continuous performance improvement going forward.

