



corporate training options

Call Centre Success – Essential Skills Training

Overview & Learning Outcomes

Upon successful completion of this course you will know how to:

- Explain the basics of providing high quality customer service
- Describe the six elements of professionalism
- Explore how to understand and respond to customer needs
- Provide techniques for building effective communication skills
- Discuss the importance of a positive attitude
- Describe how to create and use a self-improvement plan

Prerequisites

There are no pre-requisites for this course.

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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Ph: 1300 667 660 Email: training@cto.com.au Web: www.cto.com.au



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Call Centre Success – Essential Skills
Training Course Outline

The CSR. A Powerful Voice

The Valuable Role of the Customer Service Representative
First Impressions Count
The Call Centre Challenge
The Quality Call

Using the Customer's Language
Gathering Customer Information
Satisfying the Angry Customer
Managing Technology
Writing Effective Email
Mental Scripting
Closing the Conversation

Gaining the Professional Edge

Six Elements of Professionalism
Manage the Customer Call
Know Your Products and Services
Be a Team Player
Remain Customer Focused
Take Responsibility
Make a Commitment

Attitude. Your Most Important Asset

Shaping Your Attitude
Choosing a Positive Attitude
The Impact of Stress on Your Attitude
The Call Centre Workload
Avoiding Office Gossip and Drama

The All-Important Customer

Recognizing the Customer's Style
Tailoring Your Responses
Guidelines for Analytical and Assertive Customers
Understanding Your Own Behavioural Style
Eight Customer Needs

A Plan for Self-Improvement

Three Steps to Self-Improvement
Take Stock of Your Skills
Define Your Objectives
Develop Your Action Plan
Your Self-Improvement Plan

Building Your Communication Skills

Ten Essential Communication Skills
Listening Effectively
Extending Common Courtesy
Avoiding Statements That Give the Wrong Impression

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