



Customer Service and Telephone Etiquette

All staff involved in customer service

Course duration: 2 days

NQF level: 4

Course objective:

- ✓ Ensures that all employees in your organisation focus on being service champions
- ✓ Builds customer satisfaction, loyalty and retention
- ✓ Increases bottom line results

Course content and outcomes:

- Understanding the importance of internal and external customers
 - The key: How to achieve an excellent internal service culture
 - What does great internal customer service look like?
- Building the culture of great service
 - The principle of CARE
 - What do organizations with high repeat business have in common?
 - Killer phrases that destroy customer retention
 - Teamwork and the service chain
 - Analysing the service culture of your company
- Telephone Etiquette
 - First impressions formed on the phone
 - Putting a smile in your voice
 - Adopting a “yes we can” attitude
 - The importance of tone of voice, pitch and rate of speech
 - Time taken to answer
 - Getting essential information to serve
 - Questioning and probing techniques
 - The dreaded “please hold”
 - The dreaded “dead end” transfer
 - Giving and taking messages
 - Active listening skills
 - Matching the communication style of your customer
- Understanding the basic needs and expectations of customers
 - The 4 basic needs of every customer
 - The 3 V’s of communication
- Adding even more value for your customers – and your company
 - The 2 reasons people buy
 - The “Feel Good” factor
- Attitude and competencies essential for a customer-serving employee
- Handling customer complaints and irate customers

Contact us to register or arrange in-house training:

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