Call & Contact Centre Workshop

INTRODUCTION

- For majority of organisations, the call centre is their main point of contact. Customer service advisors and telesales agents need to be well organised, respond positively to customers, deliver a great experience and provide the solution callers expect. To do this, they need confidence, telephone skills that build rapport with customers, an ability to uncover and meet callers' needs, plus spot potential additional revenue through cross selling and up selling.
- This training course helps Call Centre and Contact Centre staff members develop the capabilities to understand and meet customer expectations, while increasing revenues and the reputation of the organisation. At the conclusion of the training course, participants will have a clear understanding of what they can do to connect with and serve customers professionally while working in a Call / Contact Centre environment.

Participants on the Call & Contact Centres training workshop will develop the following competencies:

- Learn good telephone etiquette
- Effectively question and listen to callers
- Create and deliver meaningful messages
- Explain how body language can be 'heard' over the phone
- Techniques for dealing with difficult calls

PROGRAMME OBJECTIVES

Upon attendance to the Call & Contact Centres training workshop, participants will develop essential knowledge and skills in:

- Delivering high quality customer service and sales support over the telephone
- Making a great first impression using verbal and non-verbal communications
- Building rapport with customers on the phone, being friendly, helpful and empathic
- Understanding customers, their needs and expectations, and how to offer solutions that meet their needs
- Dealing with difficult customers, diffusing emotions and keeping calm to solve the problem quickly
- Recognising sales opportunities while handling an inbound service call and the confidence to proactively and positively respond to the lead

WHO SHOULD ATTEND?

- Call & Contact Centres training course is beneficial to customer service advisors, telesales staff members and team leaders who work in a call centre and contact centre environment.

TRAINING METHODOLOGY

- This 5-day Call & Contact Centres training course combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles.
- Each module includes practical exercises to try out the new knowledge and skills they learn. We use small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays and discussions.
- We spend time working one2one and in small groups to resolve the challenges participants face. They will leave with new tools and techniques they can implement immediately they step back into the call centre.
- Participants are encouraged to reflect on and discuss their own professional issues and experiences. Overall 50% of training will be experiential and 50% will be theoretical.

PROGRAMME SUMMARY

- The Call & Contract Centres training workshop focuses on developing the essential knowledge, skills and abilities advisors and agents need to deliver exceptional customer service. Participants will learn the core principles of interacting with customers and developing rapport, empathy and credibility over the telephone.
- This training course is highly interactive. Participants will identify their own strengths and areas for development when dealing with customers on the phone. They will gain and refine call handling skills and learn practical techniques they can apply immediately they are back in the call centre to boost customer satisfaction and / or sales results.

PROGRAM OUTLINE

Understanding Customer Service
Overview of Call and Contact Centres

- The role of the call / contact centre and the agent/advisor's role
- The importance of service standards and consistency in the way customers are treated
- Impact of a call / contact centre on business goal setting, objectives and outcomes
- Delivering value to the business: why key performance indicators (KPIs) matter

Core Customer Service Skills

- Active listening
- Creating empathy and respect
- Problem solving
- Differentiating between product features and benefits

Becoming Customer Focused

- The essential elements of service excellence
- Understanding what makes customers satisfied

Essential Telephone Skills

Making the Call

- Getting through to the decision maker
- Different types of gatekeepers and how to get past them
- Using a professional greeting to create a good first impression

Creating a Positive Impression

- Creating a connection through your tone of voice, speaking clearly and distinctly
- Projecting friendliness, confidence, expertise and interest in them
- Tuning into their voice, language and personalities

Establishing Rapport on the Phone

- Interacting positively with callers and making them feel valued
- Remaining calm, personable, friendly, helpful and respectful
- Being natural and conversational so the caller relaxes
- Key questions to uncover what they are interested in

Guidelines for Closing the Call

- Recapping on their needs and expectations and how your company can meet them
- Using pre-closing questions that lead to callers making a commitment
- Agreeing next steps and follow-up
- Ensuring the call is followed up and promises actioned

Delivering Excellent Customer Service

Truly Understanding Customers' Needs

- Types of customers and how they like to be served
- Differentiating between customer needs, wants and expectations
- Uncovering how your products & services meet their needs

Developing Rapport through Verbal and Non-Verbal Communications

- Producing an attractive voice – pitch, tone, rhythm, loudness, resonance & inflection
- Creating a mood by smiling, other facial expressions and gestures
- Posture and breathing for a good technique
- Matching your caller's speech and intensity

Providing Solutions & Adding Value

- Being positive and helpful
- Developing the disciple of active listening
- Using positive language and affirmation to develop empathy
- Questioning techniques to uncover needs

Dealing with Difficult Customers

- Techniques for listening and responding under pressure
- Identifying why they are angry, irritated or upset and how to respond
- The trigger points that cause unnecessary escalations of tension
- Behaviours that will and won't bring the interaction to a successful conclusion

Managing Inbound Sales and Service Calls
Delivering Service Excellence

- Uncovering the reason for their call and the solution they expect
- Questioning techniques to check understanding
- Presenting solutions to their problem in a way that satisfies

Dealing with Customer Complaints

- Viewing complaints as opportunities
- Identifying the root causes of the problem
- Sincerely apologising and thanking customers for complaining
- Ensuring the problem is fixed to the customer's satisfaction

What to do When You Can't Say Yes

- Giving a reasonable explanation
- Suggesting options and alternatives
- Remaining friendly, understanding, fair and empathic
- Escalating if the caller remains dissatisfied

Turning Service Calls into Prospective Sales

- Recognising sales opportunities during inbound calls
- Confidently asking questions that generate sales leads
- Introducing ideas and making suggestions in a natural and conversational way
- Confidentially cross selling and up selling

Making Outbound Sales Calls

Structuring Outbound Calls

- Preparing effectively: five steps to a successful sales call
- Opening calls with benefits for the prospective customer
- Building an elevator pitch that gets a positive response
- Using open-ended questions to uncover information and help tailor your pitch

Overcoming Objections

- How to recognise different types of objections
- Rehearsing responses to common objections in advance
- Six easy steps to handle surprise objections

Effective Closing Strategies

- Testing assumptions about readiness to buy
- Trialling a close to check your assumptions
- Confirming their intention to buy
- Insuring against buyer's remorse

What if they Don't Buy

- Gathering information for future calls
- Offering a 'lead magnet' to keep them interested
- Agreeing how you will stay in touch