

Customer Care Excellence

For Call Centre & Counter Service Agents



Overview

This workshop is designed to help **improve the quality of customer service**. Customers require our help, support, guidance and resolution through pleasant service interactions and experiences. They need us to fully understand their concerns and provide the best solutions. In order to provide what they want, we need to determine their perspective. For this, we need to follow a pre-determined flow which involves a healthy combination of strategic probing, active listening, empathy, articulate speaking, knowledgeable solutions offering, and the ability to maintain a fruitful conversation in order to provide a **PLEASE-ant service experience**.

About the Trainer

This customer interaction strategy flow is a brain-child of **Shahrukh Moghal**. He has conducted sales, service and debt collection training in face to face and contact centre setting for the past 17 years. Over the course of those years he found that the most pressing pain point in organisations is the level of skills that are representing them in the front-line. There is an alarming gap between the desired customer interaction skills and actual current levels of communication. Over the years while conducting service and sales programs, Shahrukh found himself faced with the same lingering issue of lack of customer interaction strategy. Therefore, PLEASE! emerges as a logical relief pill to enhance sales, experience customer delight and grow revenue. More on page 3....

Designed for:

- Customer Service Executives
- Customer Service Team Leaders
- Internal customer service trainers
- Front desk / Front office assistants and supervisors
- Receptionists and Secretaries

Key Topics

1. **Probe** – The art of uncovering customer issues through strategic questioning skills
2. **Listening** actively through acknowledgment and clarification for 100% understanding
3. **Empathize** by understanding the customer's perspective and predicament before reacting
4. **Articulate** by using voice & dialogue to guide the customer in a caring and passionate flow
5. **Solve** customer issues with care. Provide the most intelligent, suitable & targeted solutions.
6. **End** the interaction with and Extra Miler to give the customer a chance to express need further

Objectives

- Understand the elements of successful customer communication and improve skills in this area
- Structure customer contact more effectively
- Improve questioning and listening skills
- Identify customer's real issues and match with appropriate solutions
- Build better relationships with customers using empathy
- Recognize each customer's unique personality and tailor dialogue accordingly
- Learn how their own body language can improve communication with customers
- Understand the importance and impact of the telephone as a service tool

Proposal designed by:

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Training outline

1. Basic Telephone etiquette

- Use effective call greetings as a caller and receiver
- Project the company's image in a positive manner
- Practice good telephone techniques and telephone manners
- Use appropriate language during telephone conversations
- Speak with an effective telephone voice
- Use an effective approach to handle special telephone tasks like:
 - Call transfers
 - Taking messages
 - Call backs
 - Holds
 - Interruptions
 - Unintentional disconnects

2. Active Listening

There is a strong link between effective listening and professional telephone service. This is a fast moving and thought-provoking module on the central communication skill of listening. This activity is designed to help participants understand from within, the importance of listening effectively and improving in this area.

3. Empathy

Understanding the customer's perspective

Customer care requires us to fully understand the customer's situation and pain points as though they were our own. With such an emotion, the service representative strives to relieve the customer's pain according to the way they need it relieved. Empathy helps produce pleasant customer interactions and subsequently develops customer loyalty.

4. Professional Speaking

- Communicating without body language through phone
- Articulate speaking
- Mastering and Applying **Voice** Characteristics
- Tone, Pitch, Rate of Speech and Volume

5. Probing Skills

The art of asking the right questions to identify and understand underlying customer issues

6. Service dialogue / script development

7. Handling complaints /De-fusing angry customers

Handling difficult customer situations well can actually improve future business. When a situation becomes heated, it is better to stick to a clearly defined set of steps and deal with the problem in the most professional manner possible. Professionalism is as much a state of mind or attitude as it is a behaviour. Showing empathy as distinct from sympathy is necessary. Demonstrating a genuine understanding of another human being's predicament is a powerful service image builder. We need to help control a customer's emotions and accept that sometimes we all feel irate or upset. During this module, we identify and practice the crucial steps in calming and directing an angry or irate customer.

8. Internal Customer Service

9. Role play sessions according to *PLEASE!*TM

- *Probe*
- *Listening*
- *Empathize*
- *Articulate*
- *Solve*
- *End*

10. Certificate presentation

11. Program close

FEE STRUCTURE

To be discussed with the client

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Shahrukh Moghal has over 17 years of experience in Sales, Customer Service and Telemarketing for various products and services. He majored in Communication at Knox College, Galesburg, Illinois, USA. The experiences that he has injected into sales and service training and consultancy date back to 1990 when he began his career as a sales agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within customer service teams in a multitude of industries including Banking, Insurance, Manufacturing, BPO companies, Software Developers and more. This experience as a customer service trainer has been instrumental in the development of his understanding of agent and team leader psychology, what drives each position and how skills are developed in each area. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!! Shahrukh's training experiences in Malaysia and Singapore include but are not limited to:

1. **Affin Bank Berhad** –Telephone debt collection skills
2. **HSBC Bank Malaysia Berhad** – Branch TELESALLES training of financial products
3. **HSBC Bank Malaysia Berhad** – CRM training for the DRM Team
4. **Hong Leong Group Call Centre** – Finance, Bank, Assurance and Customer Service
5. **Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service
6. **The Bank of Nova Scotia Berhad Call Centre** - Branch training of financial products sales
7. **Malaysia National Insurance** – Sales training for a Child Education plan
8. **Legend Hotel** – Time Share appointment and Customer Service training
9. **Palace of the Golden Horses** - Time Share appointment setting and Customer Service
10. **Boustead Development** – Property Sales and Appointment Setting training
11. **Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking sales
12. **Malaysian Oxygen Berhad Call Centre** –Industrial Products sales and Service
13. **Malaysia Airlines Golden Boutiques** – Buy n Fly card sales training
14. **New Straits Times**– Classified Ads-Call Centre & Face to face service
15. **Utusan Melayu**– Classified Advertising-Outbound Telemarketing and recruitment
16. **Knowledge Group of Companies Call Centre**– Telesales training and motivation
17. **Elken Sdn Bhd** – Counter Service / Effective Communication and Customer Service
18. **British American Tobacco** – Effective Communication and Selling Skills (**Kent**)
19. **Telekom Publications Sdn. Bhd. Call Centre** – Appointment setting Skills for Yellow Pages
20. **Alterni (M) Sdn. Bhd. Call Centre** – Herbal products sales
21. **MNI Online Call Centre** – Telesales and Teleservice training
22. **Zuellig Pharma Call Centre** - Customer Service Training
23. **Vsource (M) Sdn. Bhd.** – Outbound Telemarketing Training for this Outsourced Call Centre
24. **AmAssurance** – Setting up a new Telemarketing Unit
25. **RHB Bank Call Centre**– Outbound Telemarketing Training
26. **Maybank Group Contact Centre** – Outbound Telemarketing Skills (Insurance products)
27. **OCBC Bank (Malaysia) Berhad** – Outbound Telemarketing Skills for transactional banking
28. **Jabatan Kesihatan Wilayah** - Counter Customer Service Skills – by resource trainer
29. **Bank Rakyat Call Centre** – Telesales and Service training
30. **SP Setia** – Outbound telemarketing skills
31. **Bonuslink Call Centre** – Outbound Telemarketing Skills & Inbound Customer Service
32. **EDS MSC Malaysia Sdn. Bhd.** – Call Centre Tele-Service and Handling Complaints
33. **Etiqa Insurance Berhad** – Brand Delivery training campaign
34. **CSC Malaysia Berhad** – Ensuring contact centre success
35. **Mitsubishi Motors Malaysia** – Customer Service Skills
36. **Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills
37. **Citylink Express Courier** – Call Centre Customer Service Skills (**CURRENT PROJECT**)
38. **POS Malaysia** – Pos Laju Call centre debt collection skills (**CURRENT PROJECT**)
39. **DKSH Malaysia** – Call centre agent assessment and one to one coaching - (**CURRENT PROJECT**)