

Live Chat Customer Support

- Professional chat etiquette
- Personal touch
- Customer Delight



Conducted by:

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Introduction

Live Chat provides **convenience, speed and reduction in the customer's effort to reach us**. Being a major customer service channel, it requires specific skills in order to improve customer experience. **It might seem that chat is simple, easy, no problem!!** However, chats, unlike words, stay in the customer's possession. A quick copy / paste by the customer to the wrong people or media can **enhance or destroy a company's reputation**. With **Customer Satisfaction** as the main objective, the chat agent needs focused training on soft skills such as greeting, opening, setting the tone, probing, understanding, critical reading, providing answers and solutions, wrapping up the chat and personalized goodbyes.

Objectives

- Identify the benefits of using Live Chat to the business and the customers
- Know how to set the right tone and ensuring messages are not misunderstood or taken in the wrong context
- Write to impress using professional chat etiquette
- Design personalized shortcuts or canned messages
- Learn how to escalate the chat to a different agent or channel
- Adhere to best practices for managing live chats
- Apply empathy, probing and critical reading during live chat.
- Polish your personal touch to build closer relationships with customers

Methodology

- 100% Activity based training
- Relevant games & simulations
- Group discussions
- Case studies
- Interactive storytelling
- Video presentation



Elements of Live Chat Competency:

- Attitude
- Skills
- Knowledge



Empathy

Understanding & responding to customer issues by following the “AAE” sequence in order to set a positive and empathic tone for customer interactions.

Webchat 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. **New Canned messages shall include impactful empathic statements that help produce pleasant customer interactions, develop trust and confidence.**

Reading & Responding (Alternative to Active Listening in voice channel)

There is a strong link between effective listening or Critical reading and professional chat service. This is a fast moving and thought-provoking module on the central webchat communication skill of critical reading. This activity is designed to help participants understand from within, the importance of listening or reading to understand effectively. New Canned messages shall include acknowledgment dialogue.

Probing Skills (Controlling the chat and average handling time)

The art of asking the right questions to identify and understand underlying customer issues. **New Canned questions shall include open and closed ended questions to give the customer a chance to fully explain the situation.**

Handling complaints / De-fusing angry customers

Live chat – Benefits to businesses and their customers

Live chat benchmarks and key metrics

Key metrics & KPI's for the live chat environment

Live chat etiquette – a positive customer experience

Artificial intelligence & Chat Bots: 7 Reasons why your business needs bots

Chat skeleton

Greet, read to understand, probe & clarify, empathize, solve, provide future self-help instructions (if applicable) and end the interaction efficiently

TRAINER LAUNCHES PRE-DEVELOPED CHAT TEMPLATES ADDRESSING MOST CHAT ELEMENTS CUSTOMIZING THE TEMPLATES TO SUIT THE CLIENT'S BUSINESS

Chat dialogue / Canned shortcuts / canned messages development that doesn't make your agents sound like robots

Greeting

Probing text that clarifies and uncovers underlying issues

Empathy text that develops trust & confidence

Reading and responding text that acknowledges the customer's concerns

Text for de-fusing angry customers

In addition, canned text messages shall be developed for elements such as putting the customer on hold, transferring, apologizing & more....

Practice session to identify correct soft skills & canned responses according to various situations



Methodology

Activity based training

Relevant games & simulations

Group discussions / Case studies

Interactive storytelling

Slide presentations / 2-way interactions

Group exercises / Role plays

Q & A

Class size

Maximum of 15 agents for telesales training

Maximum of 10 team leaders for team leader training

Duration

2-days

Fee

RM5000 per day X 2 days = RM10000



Shahrukh Moghal
MIMM
HRDF Approved

Shahrukh Moghal is a **Certified Trainer** by **PSMB Pembangunan Sumber Manusia Berhad** - Certificate # EMP / 1654. He has over 15 years of experience service and sales training. He conducts **Certified Contact Centre Professional program** subsidised by **HRDF** under its **Graduates ENhancEment pRogrAmme for Employability (GENERATE) scheme** for fresh graduates. The experiences that he has injected into his customer contact training and consultancy date back to 1990 when he began his career as a sales, then service 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 sales and service teams in a multitude of industries including Media, Banking, Insurance, Telecommunications, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more. This experience as a Call Centre and face to face service and sales trainer and project coordinator has been instrumental in the development of his understanding of front-line staff and team leader psychology, what drives each position and how skills are developed in each area.

He is a **member of Institute of Marketing Malaysia** and is chosen to conduct sales & customer service programs organized by IMM. Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!™** Workshops are suitable for any executive who interacts with customers regularly. Especially in **Contact centre customer service, Face to face customer service, Sales and Debt collection through phone**. The **LEAP!™** Workshops are suitable for professionals such as Doctors, Lawyers, School Teachers, University Lecturers and more in their quest to engage their patients, clients, students etc. during the communication process. 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 youtube channel: <https://www.youtube.com/user/shahtrainer/videos>

Everything about Shahrukh's training programs: <http://www.contactskills.com/shahrukh-moghal-training.html>

To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>



Shahrukh Moghal

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Shahrukh's clients

Maxis Berhad – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training
Reliance Berhad Call Centre – High Impact Sales Skills (Assessment & Training)
Affin Bank Berhad Call Centre – Telephone debt collection skills
HSBC Bank Malaysia Berhad – Branch Sales training of financial products
HSBC Bank Malaysia Berhad Call Centre – CRM Sales training for the DRM Team
Hong Leong Bank Call Centre – Sales & Debt Collection Skills
Honda Malaysia Sdn. Bhd. – Call Centre Customer Service
ING Insurance – Employee benefit sales and service skills
The Bank of Nova Scotia Berhad – Financial products Sales
Malaysia National Insurance Call Centre – Sales training for a Child Education plan
Legend Hotel Call Centre – Time Share appointment and Customer Service training
Palace of the Golden Horses - Time Share Sales
Bumiputra Commerce Bank Berhad Call Centre – Phone Banking Sales
Malaysian Oxygen Berhad Call Centre – Call Centre Sales & Teleservice
Malaysia Airlines Golden Boutiques – Buy n Fly card Sales training
New Straits Times – Classified Ads-Call Centre & Face to face service
Utusan Melayu Call Centre – Classified Advertising-Outbound Telemarketing Skills
Elken Sdn Bhd – Counter Service / Effective Communication / Customer Service
British American Tobacco – Effective Communication and Selling Skills (**Kent**)
Yellow Pages Call Centre – Telephone Appointment setting Skills
MNI Online Call Centre – Sales and Teleservice training
Zuellig Pharma Call Centre - Customer Service and Team Leader Training
Eon Bank Call Centre – Debt collection and Call Centre Customer Service
AmAssurance Call Centre – Setting up a new Sales Unit & Call centre training
RHB Bank Call Centre – Outbound Sales Training
Maybank Group Contact Centre – Outbound Sales Skills (Insurance products)
OCBC Bank (Malaysia) Berhad – Outbound Sales Skills transactional banking
Bank Rakyat Call Centre – Sales and Service training
SP Setia – Outbound Sales skills
Bonuslink Call Centre – Outbound Sales Skills & Inbound Customer Service
Etiqa Insurance Berhad – Brand Delivery training campaign
CSC Malaysia Berhad BPO Call Centre – Inbound customer service agent and team leader training
Mitsubishi Motors Malaysia – Call centre Customer Service Skills
Mimos Berhad – Mutiara Smart Computing – Call Centre Customer Service Skills
Citylink Express Courier Call Centre – Call Centre Collection & Customer Service Skills
POS Malaysia Call Centre – Pos Laju Call centre debt collection skills
Sunlife Insurance – Call Centre Customer Service Skills & debt collection skills
DKSH Malaysia – Call centre agent assessment and one to one coaching
Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life - Call Centre Sales
Corporate Information Travel – Telephone Techniques & Handling Difficult Callers
HRDF – PSMB Call Centre Customer Care Excellence

Gabungan AQRS Berhad – Communication Skills
Marsh Insurance – Call centre customer service skills
BHP Billiton – Customer Service Excellence
Aeon Credit Services Sdn. Bhd. – Sales for financial services
Ekovest Berhad Highway Project – Call centre customer service
Korean Airline – Concentrix – De-fusing angry customers for 2nd support level Team Leaders
Wellings Pharmacy Penang – Customer Service in the Retail Environment
Schenker Logistics – Customer Service Excellence
MPI Generali – Customer Service Excellence – Level 1 & 2
ELK Desa Capital Sdn. Bhd. – Debt collection through phone – contact centre
Google Business Partner – Locus-T – Debt collection through phone , Sales and Customer Service
KWSP – 3 sessions on Debt Collection Skills
Khazanah Nasional Berhad – Enhancing Customer Experience
BankTechAsia 2018 & BigTechAsia 2018 – Conference Delegate & Sponsorship Sales training
MCIS Insurance Berhad – Call centre customer service training and consultancy
UOB Bank (Malaysia) Berhad – SME Banking Sales Training
Maybank Group Customer Care (MGCC) – Live Chat Customer Support Skills
Multi Trans Sdn. Bhd. – Telephone Appointment Setting Skills
Akademi PKNS – Debt Collection Skills
Kertih Terminals Sdn. Bhd. – Customer Service Strategy training for HODs.
Appraisal Property Management Sdn Bhd – Service Strategy & Culture for HODs
Zameen.com Pakistan – Workshop on Customer Centric Mindset & Culture
Marriott Islamabad Pakistan – Workshop on Customer Interaction Skills
Tenaga Nasional Berhad – Malaysian Power – Customer Centric Mindset & Culture

Latest online programs conducted since covid-19 MCO:

UOB Bank – SME Banking Sales Appointment Setting
Jobstreet.com – Sales Skills
Centreside Express Maritime – Debt collection skills
Protech Builders – Debt collection
Len min steel sdn bhd - Debt collection
Epic Chemicals Sdn Bhd - Debt collection
Sen Heng Electric – Sales Skills
GKK Consultant Sdn. Bhd. – Sales Skills
Cenviro Services Sdn Bhd – Debt collection through phone
KPJ Seremban Specialist Hospital – Customer Service Excellence
Fiberail Sdn. Bhd. – Customer Care Excellence
Prudential BSN – Transforming Customer Experience
Tenaga Nasional Berhad – Tranforming Customer Experience
Netherlands Maritime University College – Telephone Selling Skills
Lenovo Malaysia – Contact Centre Customer Service (internal & outsourced teams)
Royal Canin Malaysia – Telesales Skills