



TRAINING

**UNLEASHING YOUR POTENTIAL**



Imsimbi Training proudly presents  
**CALL CENTRE TELEPHONE & CUSTOMER SERVICE - 1 DAY**

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 2 Contributor BBBEE company.

This course is accredited by the Services Seta and material covers unit standard 7790 at NQF level 3 worth 3 credits.



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## COURSE OBJECTIVES

### Course Objectives

A training programme for Call Centre staff who need to improve their customer service and telephone skills.

## COURSE OUTCOMES

**By the end of the course, participants should be able to:**

- Define what is my role as a **Call Centre Agent**
- Understanding the full use of telephone equipment
- Dealing with incoming calls as efficiently and politely as possible
- Stress the importance of acknowledging callers and keeping them informed at all times
  - Describe standard telephone etiquette for answering calls, transferring calls and making calls
  - Understand how to operate the telephone and contact centre equipment
  - Ask probing questions to find out the purpose of the call and transfer to the correct person or department
  - Capturing and logging the customer query on the computer information system
  - Resolving customer queries promptly
  - Prepare all necessary documentation and equipment prior to making an outgoing call
  - Speaking eloquently and clearly on the phone
  - The importance of ATTITUDE in my role



- Why should I be nice / civil to anybody
- Develop daily BEHAVIORS to be the best I can be
- Grooming myself for success
- Inviting Customers into the business with your superior TELEPHONE SKILLS
- Developing an understanding of Customer requirements by LISTENING
- Taking PRIDE in displaying courtesy and civility to others
- Clarify what is meant by customer service
- Explore who our customers are and what their diverse needs are
- Two way communication: open ended questions
- Use questioning techniques to identify specific needs of customers
- Explore the values and attitudes necessary for excellence in customer care
- Discuss my role and responsibilities when serving customers
- Dealing with customer queries effectively and efficiently
- How to handle conflict and conflict resolution techniques
- How to handle difficult customers and abusive callers
- Explain the importance of product knowledge in customer care
- Understanding how to deal with Confidential and non-disclosable information

