

Unleashing Your Potential

Course Outline

Call Centre & Customer Service

1 DAY

This course is accredited by the Services Seta, and the material covers unit standards at level 3: 7790 with 3 credits

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 1 Contributor BBBEE company and 51% black owned.



julius@imsimbi.co.za
tammy@imsimbi.co.za
margaret@imsimbi.co.za
prince@imsimbi.co.za
gloria@imsimbi.co.za

Course Objectives

Welcome to the exciting world of Call Centre and Customer Service.

In today's competitive business environment, organisations succeed not only by offering quality products or services but also by delivering exceptional customer experiences. Call centres and customer service teams play a critical role as the primary point of contact between a business and its customers. Effective training ensures that these teams are equipped with the skills, knowledge, and attitude needed to meet and exceed customer expectations.

This training programme is designed for Call Centre staff who need to improve their customer service and telephone skills, by equipping them with the skills, knowledge and behavioural attributes required to consistently deliver quality customer service in the Call Centre environment.



Course Outcomes

Upon completing this course, the participants should be able to:

- Define what is my role as a Call Centre Agent
- Understand the full use of the telephone equipment
- Deal with incoming calls as efficiently and politely as possible
- Stress the importance of acknowledging callers and keeping them informed
- 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
- Capture and log the customer query on the computer information system
- Resolve customer queries promptly
- Prepare all necessary documentation and equipment prior to making an outgoing call
- Groom myself for success
- Invite Customers into the business with my superior TELEPHONE SKILLS
- Speak eloquently and clearly on the phone
- Understand the importance of my ATTITUDE in my role
- Develop daily BEHAVIORS to be the best I can be
- Develop an understanding of Customer requirements by LISTENING
- Take 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



Course Outline

Module 1: Telephone Etiquette and Customer Service

- Using the Telephone
- First Impressions
- A Good Telephone Voice
- Importance of Body Language in Telephone Skills
- Do's and Don'ts of Answering Calls
- Transfers
- Professional Messages
- Making External Calls
- Professional Messages
- Cell phones in an Open Plan Office
- Ending Calls
- The role of Good Questioning Skills

Module 2: Confidential and Non- Disclosable Information

- Confidential Information
- Dealing with Unexpected
- Emergency Situations



Course Outline

Module 3: Listening Skills

- Listening skills Quiz
- How do you listen?
- Why do you listen?
- The listening Continuum

Module 4: Dealing with Difficult Customers

- Transactional Analysis: Understanding how tone changes your message
- Dealing with Abusive Callers

Module 5: Dealing with Telephone Complaints

- Listening to Customer complaints
- Dealing with Customer Complaints Effectively
- Manage the effectiveness of your communication
- Customer needs
- Ten Commandments of Superior Customer Service Relationships
- Ten Dimensions of Customer Service Quality
- Bad telephone techniques

