



SERVICE EXCELLENCE FOR CALL CENTRE AGENTS (2 DAYS)

A Specialised Kwelanga Training Programme

INTRODUCTION

The programme will be designed to improve the professionalism of the employees and achieve consistency of service levels in the Call Centre. Delegates will understand the impact on them and their organisation of providing the best possible service learning to communicate with clients in a professional and effective manner.

The Service Excellence training course will uplift the organisational excellence of Call Centre staff when dealing with clients. Delegates will understand how to professionally interact with clients and have a heightened awareness of people's needs and expectations to reach the company values and achieve strong customer focus. The training can be integrated around the company vision and values so that the staff also focus and share the same vision.

REFERENCES

“The course arms one with personal skills, not only to handle self on calls but how to interact with other people & different characters.” ~ Lesego (National Student Financial Aid Scheme)

“The course was more than I expected, I got all the skills I required and more. Our facilitator is the best!” ~ Siphokazi (Bulksms.com)

“The facilitator was excellent in keeping group interested all the time with her way of explaining things we understand. The presentation was excellent.” ~ Monica Annandale (Mamba Cement Company)

WHAT THIS COURSE CAN DO FOR YOU...

- Defining good service
- Adapting a professional approach to clients
- Communicating correctly with customers
- Exploring telephone etiquette
- Building customer relationships
- Dealing with difficult clients and complaints
- Analysing service levels
- Defining WOW service
- Personal accountability

TARGET AUDIENCE

This course is intended for all employees in organisations who recognise that a highly competitive market prizes Service Excellence above all customer retention factors.

COURSE CONTENT

Service Excellence in the Call Centre

- It's all about people - customer needs and expectations
- Analysing service levels in the context of the customer
- Portrait of a Call Centre Agent
- The dimensions of service quality
- Evaluate your own customer service levels

Effective Communication - a Vital Tool for Excellent Client Service

- Channels of communication
- Improving your listening, questioning and explaining skills
- Essential assertiveness - improving confidence and self esteem
- Value and impact of communicating a positive image and attitude
- Shifting communication styles with different personality types
- Explore ways of dealing with different customer-types in all situations
- Handling conflict

Telephone Etiquette Principles

- Importance of answering the call promptly and professionally
- Greetings - answering the telephone according to organisational standards
- Positive language
- Weak words and expressions to avoid
- Closing conversations
- Voice - articulation and modulation
- Pronunciation - a word about accent
- The unloading rate of language
- Difficulty with other languages
- Top ten professional phrases for the telephone

Building Exceptional Client Service Relationships

- Client service and the concept of the 'Moment of Truth'
- Reliability - getting it right first time
- Consistency and dependability - keeping promises
- Responsiveness, promptness - a sense of urgency

Dealing with customer Complaints

- Principles for handling the irate customer
- Managing conflict
- Solution vs. problem orientation
- Using the complaint to improve service

Wow! Service - Going the Extra Mile

- Adding value

A Way Forward

- Personal accountability
- Set personal goals for improvement

Personal Accountability & Commitment Plan

TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

POST COURSE ASSISTANCE

“Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff’s excellent performance to peak performance.

For further details contact:

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