



## **VIRTUAL INSTRUCTOR-LED TRAINING 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.”***

***“The course was more than I expected, I got all the skills I required and more. Our facilitator is the best!”***

***“The facilitator was excellent in keeping group interested all the time with her way of explaining things we understand. The presentation was excellent.”***

### **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**

## **VIRTUAL INSTRUCTOR-LED TRAINING**

Participant's "attend" virtual classroom training, through the Zoom on-line platform, without having to travel to and from the classroom each day. Courses are divided into several shorter sessions to minimise operational disruptions and improve knowledge retention.

Training is facilitated in real-time, providing the benefit of hands on learning. Delegates interact with the facilitator and each other, as with any other classroom experience. This allows for a cooperative learning environment, where participants can share knowledge, engage in positive discussions and work together.

### **Benefits of Virtual Instructor-Led Training**

- ✚ Virtual training provides flexibility to both the client/delegate and facilitator.
- ✚ Delegates are active participants rather than relying entirely on the instructor.
- ✚ Virtual training is conducive to a more fluid exchange of ideas, focused real-life scenarios and an intensified level of engagement.
- ✚ Information is shared through video, documents, and written notes with learners in real-time.
- ✚ Delegates who have internet connection can learn at anytime and anywhere through virtual learning or through recorded videos.
- ✚ Delegates can participate in discussions and ask questions at any time.
- ✚ Breakout rooms allow delegates to work in groups and complete activities in teams which allows for a rich interactive experience.
- ✚ Access to expert facilitators who may otherwise be unable to visit workplaces due to unforeseen circumstances.
- ✚ Use of slides and video clips enhances virtual learning.

## 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

### On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.



## OUR COMMITMENT TO YOU ...

### *Kwelanga Training's Commitment*

***To develop and inspire each individual to be the best that they can be.  
To assist clients in the transfer of skills and positive behaviour change.***

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