

## **Telephone Skills Which Lead to Superior Customer Satisfaction**

### **Course Summary**

#### **Overview**

Customers, both internal and external, expect and often demand excellent service at all times. In our world of instant communications, satisfying those customers is a challenge. To meet this challenge, telephone customer service professionals must possess not only content/product knowledge, but superior interpersonal communication skills as well. When a customer is in crisis, the correct telephone response may be the one opportunity to create or keep a satisfied customer. Understanding customers' needs, quickly responding to their demands, and developing strategies to deal with the most difficult situations are keys to success.

#### **Objectives**

As a result of this session, participants will be able to:

- Define customer satisfaction and understand the key elements for satisfying their customers.
- Listen and respond more effectively to the actual and "emotional" needs of their customers.
- Learn verbal techniques to better communicate their understanding of their customers' problems.
- Assess their individual strengths and weaknesses and set personal goals to improve customer service techniques.
- Identify and address internal and external distracters which interfere with customer service.
- Develop strategies to deal with difficult (angry, rude, demanding, etc.) customers.
- Develop scripts for specific situations.

#### **Duration**

One day

## **Telephone Skills Which Lead to Superior Customer Satisfaction**

### **Course Outline**

#### **I. Defining Excellent Customer Service**

- A. Key elements of customer satisfaction
- B. Treat customers better than you want to be treated
- C. See service through the eyes (and ears) of your customers
- D. Set 100% satisfaction targets

#### **II. Telephone Communication Skills**

- A. Active listening as the key to effective communication
- B. Listen for "emotional" as well as actual needs
- C. Use tone of voice to communicate understanding and positive response
- D. Demonstration of successful telephone techniques

#### **III. Assessing Your Customer Service Strengths and Weaknesses**

- A. Discover your customer service quotient
- B. Request, receive and use feedback
- C. Turn criticism and failure into growth opportunities

#### **IV. Internal and External Distracters**

- A. Identify concentration, emotions, physical interference
- B. Specific techniques to overcome barriers

#### **V. Dealing with Difficult Customers**

- A. Defusing the angry or hostile customer
- B. If the customer's always right, what do you say when they're wrong?
- C. Keys to maintaining a professional approach (or how to not take negative remarks personally)

#### **VI. Writing Scripts**

- A. When you know your lines you can improve your delivery
- B. Preparation and practice enhances success

#### **VII. Personal Action Plan**

- A. Select the most critical skills you need to improve
- B. Commit to practicing specific techniques
- C. Identify and get support to maximize success

*Due to the nature of this material, this document refers to numerous hardware and software products by their trade names. References to other companies and their products are for informational purposes only, and all trademarks are the properties of their respective companies. It is not the intent of ProTech Professional Technical Services, Inc. to use any of these names generically*

*Due to the nature of this material, this document refers to numerous hardware and software products by their trade names. References to other companies and their products are for informational purposes only, and all trademarks are the properties of their respective companies. It is not the intent of ProTech Professional Technical Services, Inc. to use any of these names generically*