



Contact Transformation™

This unique and innovative programme will transform your approach to customer contact – stimulating radical improvements in call handling and customer experience.

The programme is built around Best Practice's proprietary Contact Transformation™ model. Developed over eight years, this powerful model provides an analytical approach to matching agent behaviour to each contact situation.

The course is based on the principle that a 'one size fits all' approach is not appropriate to customer contact. Attendees will learn how to categorise contact situations and select appropriate contact behaviours for every customer interaction.

Course Objectives

By attending, delegates will be able to:

- ✓ Recognise relevant situational factors and categorise each customer contact
- ✓ Apply the four 'Core Behaviours' during every customer contact
- ✓ Select and use appropriate 'Energising Behaviours' during every customer contact
- ✓ Balance 'Customer Oriented' and 'Solution Oriented' behaviours
- ✓ Respond more appropriately to every customer and deal more effectively with their service needs
- ✓ Deal more effectively with angry and emotional customers
- ✓ Deliver higher levels of service and an exceptional customer experience

Target Audience

Contact centre and call centre agents

Duration

2 days

Content

- Defining 'Exceptional Customer Experience'
- Customer behaviour and contact situation
- The Contact Transformation™ model
- Emotional Impact (EI)
- Real Impact (RI)
- The four Contact Segments (S1–S4)
- Agent attitude and behaviour
- The four Core Behaviours (C1–C4)
Commitment, courtesy, clarity, compliance
- The eight Energising Behaviours
- Customer oriented behaviours (E1–E4)
Engaging, empathising, expressing, explaining
- Solution oriented behaviours (E5–E8)
Exploring, expediting, escalating, educating
- Putting it together:
The four Contact Profiles (P1–P4)
- Achieving 'Exceptional Customer Experience'

Learning Methods

This programme makes use of our proprietary '4R-A High Impact Learning' techniques to maximise learning, skills development and behavioural change.

Trainer's input, discussion and practical exercises also make this a stimulating and motivational programme.

Small group sizes ensure personal attention – enabling each attendee to achieve the maximum from the programme.

Delegates are encouraged to produce personal action plans to ensure that new skills and behaviours are actively transferred to the workplace.

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