

# Service Excellence in the Contact Centre

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*This is a vital foundation course for all contact centre personnel.*

*This short course reinforces basic service principles and will develop professional customer handling and service skills.*

*It will enhance vital communication skills including listening, questioning, call control and complaint handling.*

*This course will help your whole team excel as true contact centre and service professionals!*

## Course Objectives

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*By the end of the course, delegates will:*

- ✓ Understand the importance of dealing effectively with *people* as well as *problems*
- ✓ Learn how to respond fully to customers' needs
- ✓ Learn to use professional telephone skills
- ✓ Learn how to handle difficult customers and complaints more effectively

## Target Audience

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Contact centre agents dealing with in-bound or out-bound calls.

## Duration

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2 days

## Content

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- Defining service excellence
- Why customer service is important
- Understanding the customers' *real* needs
- Key service attitudes and behaviours
- Setting realistic expectations
- Reliability vs responsiveness
- Why the telephone is not the perfect tool
- Five stages of effective call handling
- Service tone and manner
- Questioning skills
- Call control
- Building customer rapport
- Expressing empathy and understanding
- Effective listening
- Clarity & precision
- Handling complaints and awkward customers

## Learning Methods

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*A mixture of input, discussion and practice sessions makes this a lively and motivational training event.*

*Delegates perform recorded telephone calls, allowing them to analyse and develop their customer handling skills.*

**Best Practice  
Training & Development Ltd**

t + 44 (0)1923 225225  
f + 44 (0)1923 224100  
info@bestpractice.uk.com  
www.bestpractice.uk.com