



# TripleWin Consulting

## Your Customer is Calling

This eight-hour course, *Your Customer is Calling*, focuses on building strong customer relationships while doing business over the telephone. Techniques and methods are explored to improve the quality of each interaction and to build long-lasting customer relationships. Basic rules are presented and participants practice placing and receiving customer calls. Situations for handling difficult callers are discussed and role played.

### Program Objectives:

- Identify elements of customer service that earn enthusiastic customers and repeat sales
- Identify effective techniques for using the telephone every day
- Build effective relationships with customers during telephone calls
- Identify effective methods of greeting the customer, obtaining customer information and concluding telephone calls
- Use active listening and empathy for more effective customer interactions
- Adjust telephone communication style to suit individual customer styles
- Handle customer problems and complaints effectively

### Course Overview:

This course uses a highly interactive teaching style, combining discussions of relevant theory with practice of communication and customer care principles to create a rich and engaging learning environment.

### Content:

- **Telephone Customer Service:** explore the realities of serving customers through telephone conversations
- **Formula for Customer Enthusiasm:** discuss levels of expectations (LOE) and moments of truth (MOT)
- **Telephone Service Survey:** evaluate typical situations and how customers might respond
- **Speech Control:** techniques and personal speech evaluation (articulation, assimilation, rate, pace, inflection)
- **Building Customer Relationships:** explore a range of empathic responses and approaches
- **Customer and Telephone Skills Quiz:** series of true and false questions evaluating understanding of customer situations
- **Receiving a Call:** practice telephone situations (answering, using hold, transferring calls, taking messages and ending conversations)
- **Handling Problems and Complaints:** winning over a difficult customer, working with an angry caller