



Effective Communication with Effective Processes for Customer Service Personnel (4 hours)

Overview

One of the critical needs of Customer Service is the ability to communicate clearly and effectively to build trust. Effective Communication is a skill that needs to be developed by improving verbal and non-verbal communication styles.

Customer Service personnel are often faced with repeated problems. What we need in our organisations are employees who take note of these problems and ensure that these problems do not repeat by addressing them as a systemic process.

Learning Outcomes

Upon completion of this program, participants will:

- Comprehend different styles in communication and how they impact customer satisfaction.
- Display effective communication, active listening and empathy with superiors, peers and customers.
- Practise effective Corrective Actions to address issues as a systemic process.

Who must attend

This program is designed for frontline customer service personnel – executives, supervisors, managers, technicians.

Methodology

These are highly interactive sessions designed to communicate program objectives to participants by utilising slide presentations, role-playing and group activities and discussions. Participants are encouraged to use real-life scenarios in these exercises.

Course Outline

1. Introduction to Effective Communication Processes and Customer Service
 - a. Meaning of Customer Service
 - b. Meaning of Effective Communication
 - c. Meaning of Systemic Processes
2. Effective Communication Skills
 - a. Channels of Communication
 - b. Types of Communication
 - c. Essential Attributes of Customer Service Personnel
 - d. Body Language
 - e. Emotional Intelligence
 - f. Handling Conflict
3. Customer Service Process
 - a. Importance of Root Cause Analysis
 - b. Brainstorming
 - c. Corrective Actions – Temporary vs. Permanent
 - d. Addressing the systemic process
 - e. Measures / KPIs of Customer Service process