

Telephone Techniques with Customer Culture

Consists of the following three areas:

- Customer Service Responsibility
 - Telephone Techniques
- Handling Telephone Conflict

CUSTOMER SERVICE RESPONSIBILITY

The telephone is the means by which many customers do business with your company. During the course of one year many business offices handle millions of telephone calls from customers. Don't think of these customer contacts as problems, but instead as opportunities to sell the company and your way of doing business.

To you a caller's problem may be simple, but to them it's complicated - remember, they took the trouble to call. It may be someone's first call, a frequent caller, or someone who hasn't called in years, but the impression you make will be a lasting one.

The caller is the customer - treat the customer the way you like to be treated.

Objectives

- To understand what a customer is
- To know your position in the company as quite often the **director of "1st" impressions**
- To understand the **values** of a quality conscious company
- To know the importance of the telephone in your company

Outline

- **Passion** for the customer
- The importance of the telephone in your organisation
- **Questioning techniques** for all kinds of customers

TELEPHONE TECHNIQUES CONT'D

There are many techniques to enhance professionalism in customer service through the medium of the telephone. We discuss how our voice inflection, attitude and courteous behaviour all contribute to ensure customers are assured of **their value to the company**.

We also look at telephone techniques, listening skills, the six service keys along with tips for developing your "telephone ear" and how to record telephone calls.

Objectives

- Understand just how **powerful** a tool the telephone is in business
- Know how to handle the telephone
- **Understand the importance of** voice inflection
- Understand that **attitude** is the key to success
- Maintain a positive and **customer-oriented attitude**
- Know how to professionally answer the telephone
- Know how to deal with incoming calls
- Know how to deliver bad news to a customer
- Know which statements to avoid

Outline

- Handling the telephone
- Your voice inflection
- Attitude is the key to success
- How to professionally answer the telephone
- Results from an incoming call
- Delivering bad news
- Statements to avoid
- The **sacred service** keys
- Tips for developing your "telephone ear"