

1 DAY

TELEPHONE SKILLS



Customer Service Course

COURSE OVERVIEW

Your first contact with customers is often over the phone, so creating the right impression is essential. This interactive course helps delegates understand how customers perceive communication, develop key phone skills, and handle calls with confidence and professionalism. Through shared experiences and practical techniques, attendees learn how to deliver exceptional service that builds loyalty and trust. Ideal for anyone who deals with customers directly or manages customer service processes within the business.

TOPICS COVERED IN THIS COURSE

LEARNING OUTCOMES

- Understand the impact of excellent and poor customer service on customer loyalty.
- Explore behaviours that create exceptional telephone service.
- Make a positive first impression using friendly, professional, and welcoming language.
- Ask effective questions to accurately identify customer needs and maintain control of the conversation.
- Enhance listening skills by recognising and overcoming internal and external barriers.
- Communicate assertively and confidently with customers.
- Manage your emotions effectively to stay calm and professional in all situations.
- Resolve complaints positively and turn service failures into opportunities to impress.

The Importance of Customer Care

Understand what excellent customer service looks like, why it matters, and who your customers are. Explore the impact of exceptional service on loyalty and business success.

Mastering Telephone Skills

Learn the basics of inbound and outbound calls, creating positive first and last impressions, and using simple techniques to make every conversation effective.

Effective Communication

Develop verbal and non-verbal communication skills, including assertive communication, to interact confidently and professionally in any situation.

Personal Style and Self-Awareness

Identify your personal communication style through self-assessment and learn how it influences customer interactions.

Active Listening and Questioning

Enhance listening skills to understand customer needs accurately and use questioning techniques to improve satisfaction and call control.

Managing Conflict and Emotions

Understand what conflict is, how to handle it, and strategies to manage your own emotions under pressure while staying professional.

Empathy and Understanding Others

Learn the difference between empathy and compassion and develop skills to respond effectively to customers' emotions.

Practical Application and Personal Development

Apply learning through case studies and the "Traffic Lights" personal development tool to create an action plan for continued improvement in customer service.