

**“Customer Services”
Training program
(English Material)**

Course Length: Two full days (8 hours) or (3 hours x 4 days = 12 hours)

Concepts & Principles Module One: Connect With Professional Service

- Describe the factors that influence a customer's perception of service
- Describe the role of voice tone in communication success
- List indicators of successful communication
- List the factors of effective listening
- Demonstrate paraphrasing techniques
- Describe how to set and manage customer expectations
- Explain the value of a complaint

Identify communication preferences

Module Two: Communicate Effectively

- Describe a professional greeting and manner that conveys respect and caring
- Conduct professional holds and transfers

Module Three: Manage the Call

- List four types of questions used to maintain call , Provide responses to difficult customer questions truthfully ,and without jeopardizing the customer's positive perceptions

Module Four: Manage the Customer

- Identify difficult customer characteristics and tactics to work with them
- Employ techniques to manage customer anger
- Differentiate between positive and negative trigger phrases
- List steps in professionally saying no to a customer
- Follow handoff procedure in escalating a call