

Call Centre Customer Care Skills

1. Pre-training agent call assessment
2. Call centre customer service training
3. Team Leader training
4. Post-training agent call assessment
5. One to one coaching
6. Reporting results



Assessment → Training → Re-assessment

For

25 Call Centre Agents & their Team Leaders

Conducted by

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Quality Input Resources

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Table of Content

(Hyperlinked for viewing convenience)

Introduction	2
Project Objectives	2
Mental Approach during customer contact	3
Project Agenda	3
Step 1 – Pre-training customization	3
Step 2 – Call Centre Service Agent training	4
Step 3 – Call Centre Team Leader training	8
Step 4 – Post training analysis - moment of truth	9
Project deliverables	10
The Follow-up session (FOC)	10
Project duration	10
Professional fees	10
About the consultant	11

Client Testimonials – www.please.com.my/testimonials.html

Call Centre Customer Care

Introduction

Service is an intangible experience, and a crucial aspect of survival for any enterprise seeking to grow in competitive markets. Telephone Communication is central to any organization's development, as it is often the only thing that distinguishes one business from another. Good Service is really good selling! Both pursuits require sound and strategic planning and preparation. They both require us to sharpen our personal communication skills and product knowledge. This **100% activity based** session is designed to help participants to service and prosper through a service driven culture. The activities are easy to participate in and quick at generating meaningful discussions and skill improvement among participants. Each activity allows for a thorough examination of performance and formulation of meaningful strategies to create a true culture of telephone service. The 4 main ingredients used in this program are Involvement, Interaction, Personal Reflection and Fun! This training session takes a practical approach in terms of enhancing behavioural skills that are imperative for Telephone Service professionals to perform their function confidently. Key elements of **Communication** including Basic Customer Courtesies, Telephone Skills, , email writing skills, Professional Listening, Articulate Speaking, Dealing with angry and irate customers are included.

Designed for

Call Centre staff and Team Leaders

Project Objectives

Upon completion of the project, the Call Centre should experience the following transformations:

1. Improvement in individual and overall performance and productivity levels
2. Increase in the level of Customer Satisfaction
3. Staff shall feel motivated to deliver peak performance in each call
4. **Motivational activities** shall instill elements such as buzz of enthusiasm and fun in the Call Centre
5. Additional objectives are listed in subsequent sections of this document pertaining to individual training workshops

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Mental Approach during each call

1. How's my knowledge of internal policies and procedures?
2. Handle difficult customers through excellent communication skills
3. Follow the right behaviour pattern using :
 - Active Listening
 - Articulate and persuasive speaking
 - Maintaining professionalism
6. Understand various prospect behaviours and act accordingly
7. Perform Excellent Customer Service through high quality service skills and behaviours
8. Welcome each caller as if he / she is the first caller of the day through high levels of personal motivation
9. Strive to resolve the customer's issues no matter what it takes while adhering to the boundaries of internal policies and procedures

Project Agenda

Step 1

Pre –training customization – 1 day.....Consultancy

1. Understanding customer issues
2. Understanding the solutions offered
3. Market comparison in terms of:
 - Price
 - Quality
 - Service
4. Operational details
 - Team size
 - Delivery policies - if any
 - Payment policies – if any
 - Service support etc.
5. Review of the call flow
6. Live Call Monitoring in order to identify:
 - Customer objections
 - Customer agreements
 - Rep skill level
 - Rep telephone behaviour
 - Time spent per call

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3

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- Identifying Strengths and weaknesses in order to customize the proposed training modules
4. Review and Analysis of past and current call statistics to determine the current and past performance level
 5. Understanding profiles of various types of customers
 6. Formulation of the customized rep training manual

Step 2

Call Agent teleservice training – 2 days classroom training

Program Objectives

By the end of this program the participants shall:

- **Understand** various types of customer behaviours and act accordingly.
- **Structure** calls and other forms of customer contact more effectively
- **Improve** questioning and listening skills
- **Identify** customer's real issues and match with appropriate solutions
- **Build** better relationships with customers using **empathy**
- **Recognize** each customer's unique personality and tailor dialogue accordingly
- **Identify** their own stress triggers and develop action plans to overcome them
- **Understand** the importance and impact of the telephone as a service tool
- **Write** effective and impressive emails
- **Learn common words and phrases** to use to exude excellent telephone techniques

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The Training Session

This program content has been designed to include a combination of simulations, activities and exercises in order to support the above listed objectives. Details follow:

Day 1

9am – 10:30am

Basic Telephone etiquette

- Use effective call greetings as a caller and receiver
- Project the company's image in a positive manner
- Practice good telephone techniques and telephone manners
- Use appropriate language during telephone conversations
- Speak with an effective telephone voice
- Use an effective approach to handle special telephone tasks like:
 - ✓ Call transfers
 - ✓ Taking messages
 - ✓ Call backs
 - ✓ Holds
 - ✓ Interruptions
 - ✓ Unintentional disconnects

10:30am – 10:45am

Tea / Coffee Break

10:45am – 1:00pm

Active Listening

There is a strong link between effective listening and professional telephone service. This is a fast moving and thought-provoking module on the central communication skill of listening. This activity is designed to help participants understand from within, the importance of listening effectively and improving in this area.

- ⇒ **(Activity-The Diagram)**
- ⇒ **(Activity-Pass the message)**
- ⇒ **Understanding customer's perspective (Empathy)**

1:00pm – 2:00pm

Lunch Break

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2:00pm – 3:30pm

Professional Speaking

- Communicating without body language through phone
- Articulate speaking
- Mastering and Applying **Voice** Characteristics
- Tone, Pitch, Rate of Speech and Volume

⇒ **(Activity-The Blindfold)**

3:30pm – 3:45pm

Tea / Coffee Break

3:45pm – 5:00pm

Probing Skills

- The art of asking the right questions to identify and understand underlying customer issues

Activity - 20 Questions

END OF 1ST DAY

The Training Session 2nd Day

9:00am – 10:30am

Developing a targeted service dialogue / call script

10:30am – 10:45am

Tea / Coffee Break

10:45am – 1:00pm

Handling complaints and De-fusing angry customers

Handling difficult customer situations well can actually improve future business. When a situation becomes heated, it is better to stick to a clearly defined set of steps and deal with the problem in the most professional manner possible. Professionalism is as much a state of mind or attitude as it is a behaviour. Showing empathy as distinct from sympathy is necessary. Demonstrating a genuine understanding of another human being's predicament is a powerful service image builder. We need to help control a customer's emotions and accept that sometimes we all feel irate or upset. During this module, we identify and practice the crucial steps in calming and directing an angry or irate customer.

1:00pm – 2:00pm

Lunch Break

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6

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2:00pm – 3:30pm	Developing 2 way communication / dialogue to keep the partner involved
3:30pm – 3:45pm	Tea / Coffee Break
3:45pm – 5:00pm	Writing effective and impressive emails
	End of Call Centre teleservice training phase

Step 3

Call Centre Service Team Leader Training – 1 day

The role	To support, coach and manage a team of Customer Service Professionals.
Reports to	The Call Centre Manager or Head of Call Centre
Key objectives	<ol style="list-style-type: none">1. Supervising daily activities of Tele-Service agents2. Call monitoring in order to identify improvement opportunities and disciplinary issues3. Conducting regular coaching, evaluation and counseling sessions with team members4. On going training and motivation5. Demonstrate high levels of leadership skills6. Maintain a customer focus at all times7. Develop and deliver regular performance reports8. Take customer calls on an ad-hoc basis
Program Content:	<p>In order to groom the leaders for this extremely crucial task, the following Team Leadership modules have been included:</p> <ol style="list-style-type: none">1. Elements of an effective Team Leadership Strategy2. Team Development and Leadership Skills3. Coaching for success4. Call monitoring and the P.E Form5. Team Leader Program Deliverables<ul style="list-style-type: none">• Team Leader training manuals• Pre-developed Call Performance Evaluation sheets• Coaching interview format sheets

- List and explanations for on going motivational activities to be implemented within each team
- Morning briefing format

Step 4

Post-training moment of truth – 1 day.....Consultancy

1. Implementing the new learning (Back to phones)
2. Call Monitoring and post training evaluation
3. Fine tuning rep skills and dialogue
4. Individual soft skills evaluation report development
5. Project report development and delivery
6. Has the skills gap been filled?
7. One to One Coaching for final touches
8. Further improvement plan development
9. Delivering motivational activities to team leaders

END PROJECT

Project Deliverables

1. **Call Centre Teleservice Skills training manuals for each participant**
2. **Call Centre Service Team Leadership training manuals for each team leader**
3. **Individual Performance Evaluation Report**
4. **Coaching interview format (Originals)**
5. **Recommendations for future strategies**
6. **Project report**

Follow up (FOC)

A follow-up skills retention exercise shall be performed 2 weeks after completion of the project in order to evaluate performance once again and to provide recommendations for further improvement. This session shall be classroom style – 2 hours per group trained. Subsequently, Mr. Shahrukh shall be available for ad-hoc inquiries from trained agents and team leaders through phone or email.

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Project Duration

5 Days

- 1. Pre-training assessment - 1 day for a max. of 15 agents**
Call centre agents are only required in the 2 days of classroom training. Team leaders are required for 1 day. The pre and post training activities are designed for the consultant to perform without direct interaction with the call agents.
- 2. Call centre service training – 2 days**
- 3. Team Leader training – 1 day**
- 4. Post training consultancy – 1 day for a max. of 15 agents**

Professional Fees

Day	Work Description	Fees
Day 1	Pre-training call monitoring – 15 call agents	RM3000
Day 2	Call Centre Customer Service Training – 25 agents	RM4500
Day 3	Call Centre Customer Service Training – 25 agents	RM4500
Day 4	Call Centre Team Leader Skills	RM4500
Day 5	Post-training call monitoring – 15 call agents	RM3000
Total		RM19,500

Note:

30% project mobilization fee is due upon Day 1 of the project. Balance of payment shall be due upon project completion.

The trainer's travel and lodging expenses are borne by the client.

Call Centre Customer Care



Shahrukh Moghal has over 17 years of experience in Sales, Customer Service and Telemarketing for various products and services. He majored in Communication at Knox College, Galesburg, Illinois, USA. The experiences that he has injected into sales and service training and consultancy date back to 1990 when he began his career as a sales agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within customer service teams in a multitude of industries including Banking, Insurance, Manufacturing, BPO companies, Software Developers and more. This experience as a customer service trainer has been instrumental in the development of his understanding of agent and team leader psychology, what drives each position and how skills are developed in each area. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!! Shahrukh's training experiences in Malaysia and Singapore include but are not limited to:

- **Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills **(CURRENT PROJECT)**
- **Citylink Express Courier** – Call Centre Customer Service Skills **(CURRENT PROJECT)**
- **Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service **(CURRENT PROJECT)**
- **Affin Bank Berhad** –Telephone debt collection skills
- **HSBC Bank Malaysia Berhad** – Branch training of financial products TELESALLES
- **HSBC Bank Malaysia Berhad** – CRM training for the DRM Team
- **Hong Leong Group Call Centre** – Finance, Bank, Assurance and Customer Service
- **The Bank of Nova Scotia Berhad Call Centre** - Branch training of financial products sales
- **Malaysia National Insurance** – Sales training for a Child Education plan
- **Legend Hotel** – Time Share appointment and Customer Service training
- **Palace of the Golden Horses** - Time Share appointment setting and Customer Service
- **Boustead Development** – Property Sales and Appointment Setting training
- **Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking sales
- **Malaysian Oxygen Berhad Call Centre** –Industrial Products sales and Service
- **Malaysia Airlines Golden Boutiques** – Buy n Fly card sales training
- **New Straits Times**– Classified Ads-Call Centre & Face to face service
- **Utusan Melayu**– Classified Advertising-Outbound Telemarketing and recruitment
- **Knowledge Group of Companies Call Centre**– Telesales training and motivation
- **Elken Sdn Bhd** – Counter Service / Effective Communication and Customer Service
- **British American Tobacco** – Effective Communication and Selling Skills **(Kent)**
- **Telekom Publications Sdn. Bhd. Call Centre** – Appointment setting Skills for Yellow Pages
- **Alterni (M) Sdn. Bhd. Call Centre** – Herbal products sales
- **MNI Online Call Centre** – Telesales and Teleservice training
- **Zuellig Pharma Call Centre** - Customer Service Training
- **Vsource (M) Sdn. Bhd.** – Outbound Telemarketing Training for this Outsourced Call Centre
- **AmAssurance** – Setting up a new Telemarketing Unit
- **RHB Bank Call Centre**– Outbound Telemarketing Training
- **Maybank Group Contact Centre** – Outbound Telemarketing Skills (Insurance products)
- **OCBC Bank (Malaysia) Berhad** – Outbound Telemarketing Skills for transactional banking
- **Jabatan Kesihatan Wilayah** - Counter Customer Service Skills – by resource trainer
- **Bank Rakyat Call Centre** – Telesales and Service training
- **SP Setia** – Outbound telemarketing skills
- **Bonuslink Call Centre** – Outbound Telemarketing Skills & Inbound Customer Service
- **EDS MSC Malaysia Sdn. Bhd.** – Call Centre Tele-Service and Handling Complaints
- **Etiqua Insurance Berhad** – Brand Delivery training campaign

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- **CSC Malaysia Berhad** – Ensuring contact centre success
- **Mitsubishi Motors Malaysia** – Customer Service Skills
- **Ricoh Malaysia** – Telesales skills
- **Pos Laju** – Debt collection by phone