

Professional Telephone Techniques – Programme Overview

Target Audience

All staff who represent a professional organisation, in particular those who have not had formal training in professional telephone techniques.

Purpose

To help staff to consistently represent their organisation successfully on the telephone and handle a wide range of day-to-day situations effectively.

Outcomes

By the end of this course, participants will be able to:

- Have an appreciation of the benefits of professional telephone techniques
- Recognise the importance of the telephone in caring for customers and presenting the correct company image
- Recognise the limitations of the telephone
- Appreciate the personal qualities of one skilled in providing excellent customer service on the telephone
- Answer the telephone, transfer calls and take messages effectively
- Handle complaints and difficult customers helpfully and constructively
- Develop an action plan to improve performance.

Content

- Delegate objectives are explored and accommodated wherever possible into the programme
- Typical benefits of professional telephone technique are identified for customers, for the organisations in question and for participants on the course
- Telephone limitations are discussed and demonstrated
- Professional customer service standards are defined in terms of
 - How to answering incoming calls and make outgoing calls
 - Use of voice and speed of conversation
 - Avoidance of difficulties with jargon, accents, favourite words, familiarity, etc
 - Taking messages – what to record (delegates are given an opportunity to practise taking messages)
 - Pre-recorded scenarios are played to the delegates, their critique of them is discussed and learning points drawn out
- Handling irate customers appropriately and looking after both customer and company interests (*delegates are given an opportunity to practise handling difficult calls*)
- Delegates are helped to plan the actions they will take in the workplace as a result of course.

Duration

One day from 0900-1630.