

Managing Demanding Customers by Phone



The telephone is routinely the first point of contact between an organisation and its customers. With the amount of business conducted over the telephone, it needs to be competent and personable, yet customers are increasingly frustrated by this communication medium. This event is designed to highlight effective and efficient telephone techniques for front line employees. Demanding customers can be both positive and negative. The difference depends on your ability to identify and handle these demands, resolve them appropriately, and learn from the process. Resolving difficult situations improves relationships, builds respect and enables future business to be conducted. Delegates will gain an understanding of how difficult situations can produce positive results and effect change. The course will enable delegates to:

- Handle complaints and difficult customers
- Control the call
- Improve their communication skills
- Key approaches for managing conflict
- Understand your preferred style of handling conflict
- Strategies and skills to resolve conflicts with individuals

Who Will Benefit?

Any employee who handles difficult situations over the telephone

Course Outline

- Key stages of a call
- Controlling the call using questions and structure
- Communication skills – pace, tone, clarity etc
- Develop listening skills to help understand what the customer is really saying
- Communicate clearly, accurately and efficiently
- Handling difficult calls, and the techniques in dealing with them
- How to anticipate typical sources of conflict
- Conflict resolution models and their benefits and limitations
- Using the right resolution approach for the situation
- Identifying your strengths and weaknesses in resolving conflict
- How your style of handling conflict helps or hinders your ability to manage conflict
- Conflict resolution strategies
- Techniques for dealing with angry people and groups

Duration

1 Day

01623 627264

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