



360° TRAINING DELIVERY

ROGERS COMMUNICATIONS CUSTOMER SERVICE WORKSHOP



KEYNOTE SPEAKERS:

Nancy Liang
Jackie Yeung
Victor Ks Fung
Ikechukwu Udonisi
Thivya Uthayavarnan

POLLEVERYWHERE

WWW.POLLEVERYWHERE.COM



PLEASE TEXT

IKUD033

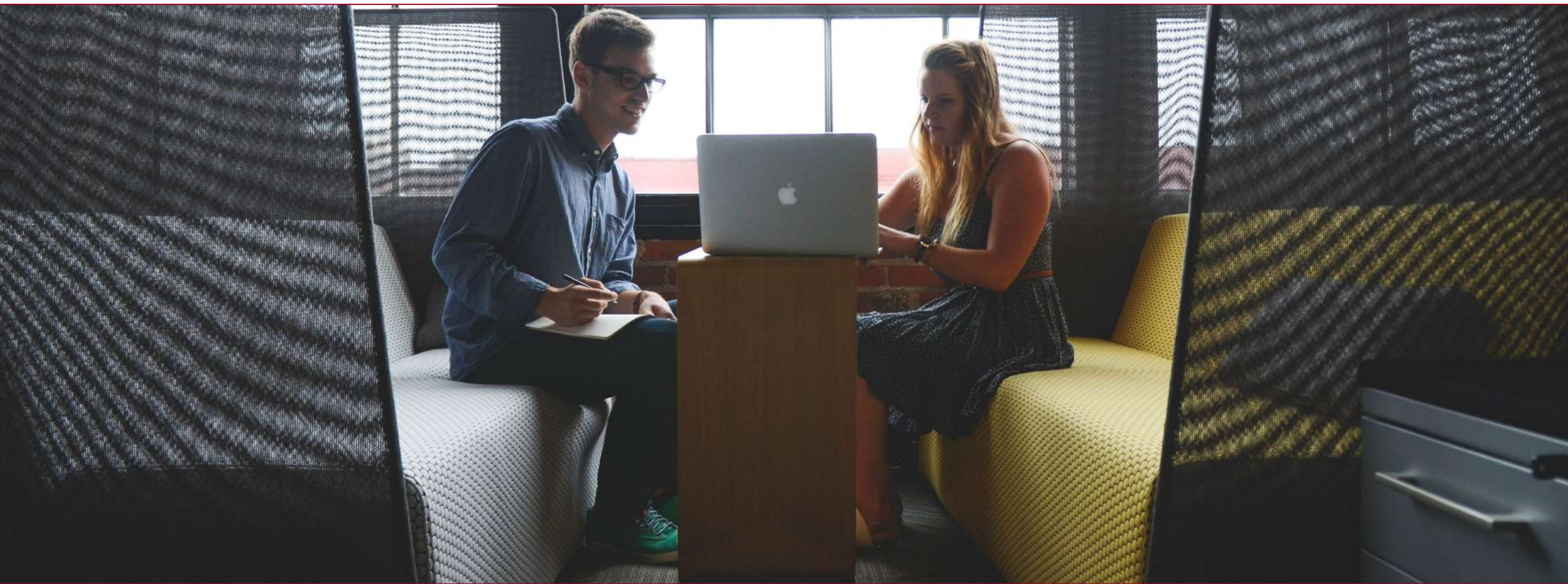
TO

37607

ONCE TO JOIN POLL

CUSTOMER SERVICE SCENARIO

PLEASE WATCH AND IDENTIFY FLAWS



Identify the main issue with this customer service call session?

Peter's problem did not end up getting resolved

The CSR did not call back and provided inaccurate extension information

Lack of job knowledge and interpersonal skills in handling customer issues

Short and quick call leading to improved overall productivity

ABOUT US

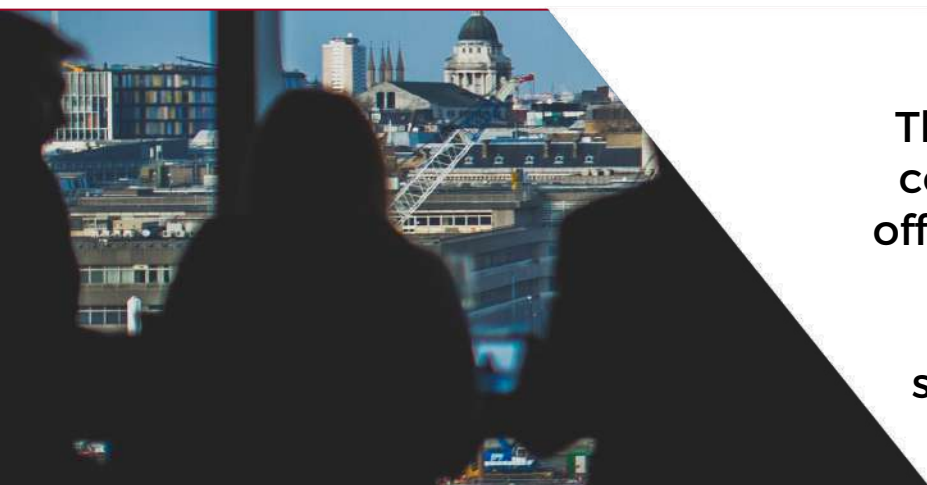
WHO WE ARE



ABOUT US

The 360° group is a team of ROGERS communications consultants which offers all around solutions to customer related concerns or issues.

We proffer short and long term solutions to foster a strong positive relationship with our customers.



MAIN ISSUES

SUMMARY OF LACKING COMPETENCIES BASED ON FLAWS IDENTIFIED IN CUSTOMER REVIEWS



JOB KNOWLEDGE

Thorough understanding of all facets of the job including product offers, customer rights and provisions and quality control requirements.

-
- PRODUCT KNOWLEDGE
 - CUSTOMER FOCUS
 - QUALITY FOCUS



INTERPERSONAL SKILLS

Possession of attributes associated with emotional intelligence, or being able to understand and manage your own and others' emotions.

-
- COMMUNICATION SKILLS
 - CONFLICT RESOLUTION
 - PROBLEM SOLVING

STRATEGIC VISION

BUSINESS IMPROVEMENT MODEL BASED ON CUSTOMER REVIEWS



OBTAIN AND
MAINTAIN A 4-STAR
AVERAGE RATING ON
TOP CUSTOMER
REVIEW WEBSITES



BUILD AND FOSTER AN
ENVIRONMENT OF TRUST
WITH ROGERS
COMMUNICATION
CUTSOMERS



TRANSFORM THE
NOTION OF CUSTOMER
SERVICE IN THE
TELECOMMUNICATIONS
INDUSTRY

360° TRAINING FRAMEWORK

360° TRAINING FRAMEWORK

A COMBINATION OF LECTURE BASED AND ONLINE TRAINING

LECTURE CONTENT



- Training Objectives
- Competency Definitions
- On-the-job Applications
- Key takeaways

ACTIVE LEARNING



- Online Quiz
- Model Scenarios
- Trainee Role Play

RELEVANT MATERIALS



- Lesson Handouts
- Role Play Case
- Smart Phones

LECTURE SESSION WILL BE RECORDED AND UPLOADED TO THE 360° SOLUTION PORTAL FOR FUTURE REFERENCE.

LECTURE OBJECTIVES

360° ROGERS TRAINING GOALS

- R** REVITALIZE the customer service experience with efficiency and professionalism.
- O** OFFER quality, timely and effective solutions to in-store, online and on-call customers.
- G** GENERATE confidence in customers through reassurance in your ability to resolve their problems.
- E** EXPAND vocabulary through practice on advanced listening, speaking, reading and responding skills.
- R** RECOGNIZE customer needs and proffer solutions with ease.
- S** SHAPE customer loyalty and brand image through customer service.

CORE COMPETENCIES

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO TACKLE IDENTIFIED FLAWS

- **PRODUCT KNOWLEDGE** ----- Mobile, cellular and TV plans, minor-marketing
- **CUSTOMER FOCUS** ----- Account info, complaints, billing and enquiries
- **QUALITY FOCUS** ----- Review rating, consistency and superior service
- **COMMUNICATION SKILLS** ----- Eloquence (oral and written), vocabulary
- **CONFLICT RESOLUTION** ----- De-escalation, negotiation and flexibility
- **PROBLEM SOLVING** ----- Issue identification and STAR formula.

PRODUCT KNOWLEDGE

MOBILE, CELLULAR , TV DEVICES AND PLANS



DEFINITION

Thorough understanding of products' features benefits. Customers respond to enthusiastic staff who are passionate about products and eager to provide information.



PRACTICE STEPS

- Master sale brochure and product video demos.
- Identify features and benefits of each product.
- Constructive comparison of package options.
- Productive comparison using rival options.
- Illustrate product use and performance.
- Acknowledge shortcomings if any.



PRACTICE METHODS

- Product Overview Infographics and brochures
- Animated Video Demos and tests

ON-THE-JOB APPLICATIONS: Responding to customer inquiries and minor-marketing efforts

CUSTOMER FOCUS

ACCOUNT INFO, COMPLAINTS, BILLING AND ENQUIRIES



DEFINITION

The orientation of an organization toward serving its clients' needs through service guided by genuine care for customer satisfaction and initiative to create positive experiences.



PRACTICE STEPS

- Communicate customer service vision to customers.
- Get embedded in customer purchase strategies.
- Constantly gather customer information.
- Defend the warm and positive culture.
- Prioritize customer retention.
- Celebrate loyal customers.



PRACTICE METHODS

- Peer-peer mentoring or coaching.
- Model behaviour tutorials.

ON-THE-JOB APPLICATIONS: Prioritizing customer satisfaction and celebrating customer success.

QUALITY FOCUS

CUSTOMER REVIEW RATING, CONSISTENCY AND SUPERIOR SERVICE



DEFINITION

Delivering a high level and comprehensive level of service to all customers on a daily basis. Maintaining consistency with regards to level of care and concern offered to customers.



PRACTICE STEPS

- Track mistakes and identify areas for improvement.
- Attend the employee training and workshops.
- Focus on Process, not customer differences.
- Make a commitment to being consistent.
- Defend the warm and positive culture.
- Maintain the right work attitude.



PRACTICE METHODS

- Peer-peer mentoring or coaching.
- Model behaviour tutorials.

ON-THE-JOB APPLICATIONS: Maintaining a warm atmosphere and exceptional service with every customer.

COMMUNICATION SKILLS

ELOQUENCE (ORAL AND WRITTEN), VOCABULARY



DEFINITION

Ability to convey information to a customer clearly, effectively, efficiently and politely. There's need to employ empathetic listening in our customer service setting.



PRACTICE STEPS

- Maintain positive language: can, able, yes.
- Moderate your attitude and tone of voice.
- Communicate using suitable vocabulary.
- Listen to and understand the customer.
- Politely ask necessary questions.
- Do not offer inaccurate answers.



PRACTICE METHODS

- Peer-peer role play activity using FAQs
- Active listening practice.

ON-THE-JOB APPLICATIONS: Responding to customer inquiries, billing reminders and minor-marketing efforts.

CONFLICT RESOLUTION

DE-ESCALATION, NEGOTIATION AND FLEXIBILITY



DEFINITION

Peaceful solution to a disagreement between two parties. Entails de-escalation and negotiation techniques as well as demonstration of flexibility in the process.



PRACTICE STEPS

- Allow customers to talk and express themselves.
- Listen and establish the cause for dissatisfaction.
- Establish a common goal and possibilities
- Show you care: empathy and polite tone.
- Appear neutral redirect stray discussions.
- Suppress provoked reactions.



PRACTICE METHODS

- Peer-peer role play activity
- Negotiation case study

ON-THE-JOB APPLICATIONS: Accommodating or defusing irate customers and compromising where necessary.

PROBLEM SOLVING

ISSUE IDENTIFICATION AND STAR FORMULA



DEFINITION

The process of finding effective solutions to difficult or complex customer issues in a timely manner. This also involves follow-up to ensure that customers are satisfied with the solution.



PRACTICE STEPS

- Listen and understand the customer's point of view.
- Reassure customers of your ability to tackle issue.
- Identify the main underlying customer issue.
- Generate and discuss only feasible solutions.
- Look to historical data for effective solutions.
- Follow-up in the solution.



PRACTICE METHODS

- Peer-peer role play activity using FAQs
- Peer exercises using STAR method.

ON-THE-JOB APPLICATIONS: Responding to customer inquiries, billing reminders and minor-marketing efforts

TRAINING QUIZ

When survey is active, respond at **PollEv.com/ikud033**

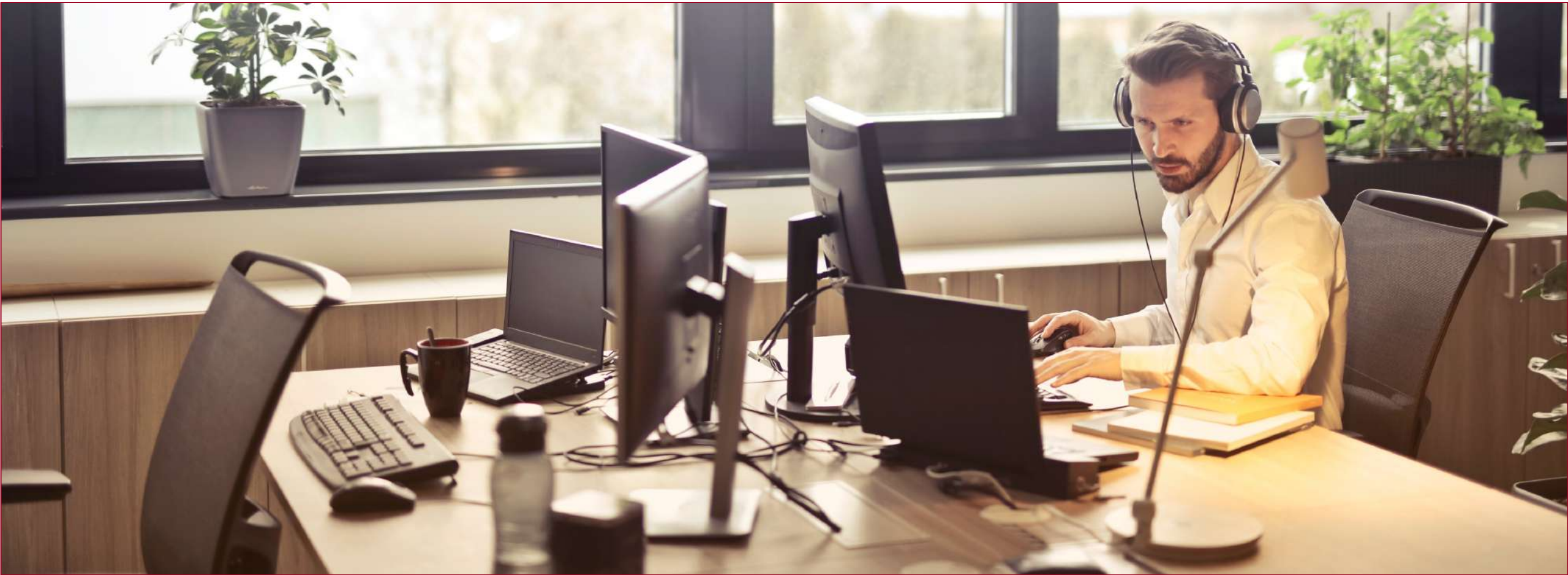
0 surveys done

🔄 0 surveys underway

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

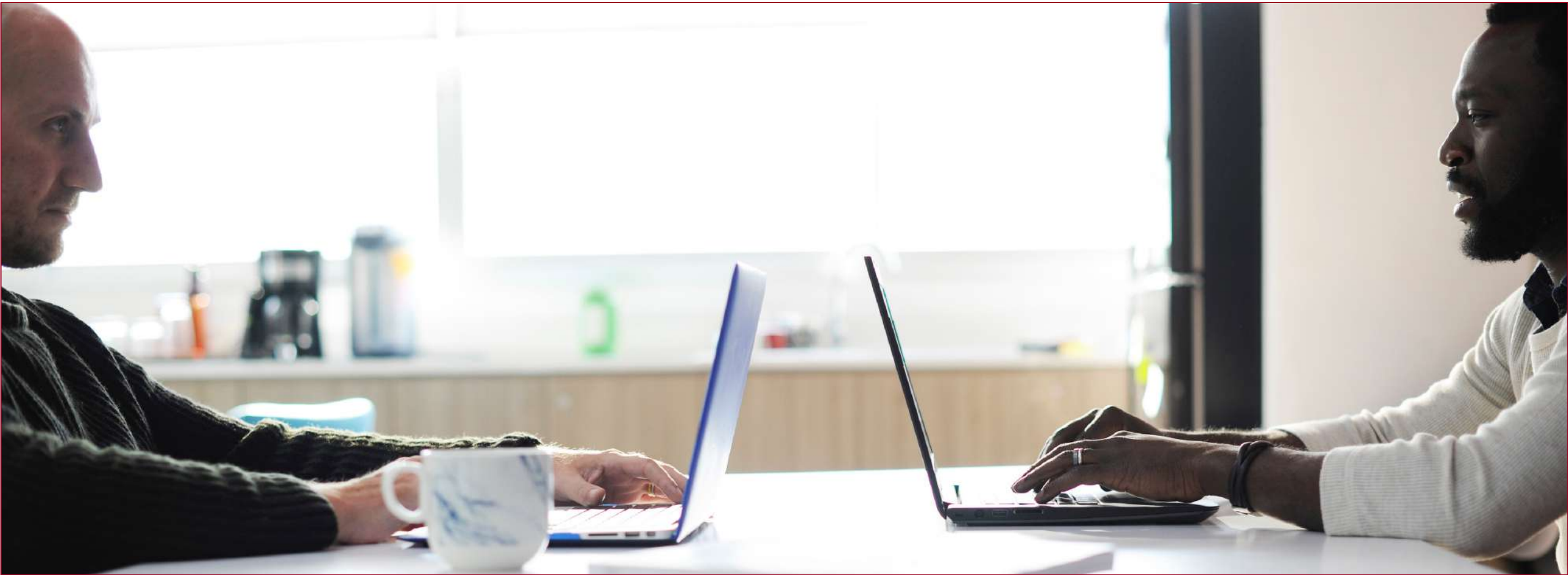
CUSTOMER SERVICE SCENARIO

PLEASE WATCH AND IDENTIFY TRAINING APPLICATION



ROLE PLAY SCENARIO

PLEASE REFER TO CASE NUMBER AND CHOOSE A ROLE



WEB PORTAL

ONLINE ACCESS TO A VARIETY OF TRAINING TOOLS



FULL ONLINE ACCESS

Quick all around solutions to CSR problems

RECAP AND CONCLUSION

TRAINING EVALUATION



OBTAIN AND
MAINTAIN A 4-STAR
AVERAGE RATING ON
TOP CUSTOMER
REVIEW WEBSITES



BUILD AND FOSTER AN
ENVIRONMENT OF TRUST
WITH ROGERS
COMMUNICATION
CUTSOMERS



TRANSFORM THE
NOTION OF CUSTOMER
SERVICE IN THE
TELECOMMUNICATIONS
INDUSTRY



360° ROGERS training + corporate goals and competency sheets will be printed as reminders and work aids respectively.

THANK YOU FOR YOUR TIME

Q&A SESSION – PLEASE STANDBY FOR TRAINING EVALUATION



TRAINING EVALUATION

When survey is active, respond at **PollEv.com/ikud033**

0 surveys done

🔄 0 surveys underway

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app