

# Communication

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The most important skill in Customer Service

# Something to think about

- How can you communicate with customers in a way that will create positive relationships and success at work?





# Objectives

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- Definitions
- Types of communication
- Basic principles for effective communication
- Effective communication Skills
- Benefits of effective communication





# Definitions

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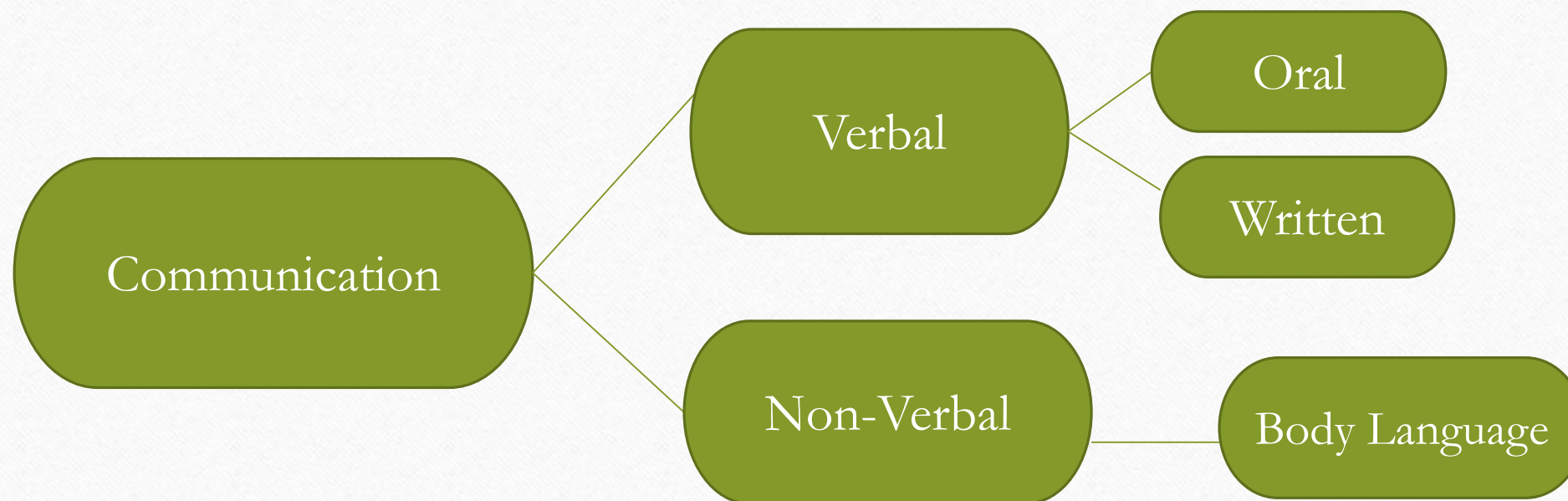
## Communication

- A process by which **information is exchanged** between individuals through a common system of symbols, signs or behavior

## Effective Communication

- Communication between two or more persons wherein the intended message is **successfully delivered, received and understood**

# Types of communication



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## Basic Principles of effective Communication

Quality Assurance Unit, 2020.

### 7 Cs of Communication Checklist

Clear

Make objective clear.  
Avoid complex words & phrases.

Concise

Keep it clear and to the point.  
Avoid filler words & sentences.

Concrete

Be specific not vague.  
Use facts and figures to support your message.

Correct

Try to avoid typos. Use correct facts and figures.  
Use the right level of language.

Coherent

Does your message make sense?  
Ensure it flows logically. Avoid covering too much.

Complete

Does the message contain everything it needs to?  
Include a call-to-action.

Courteous

Being polite builds goodwill.  
Ensure message is tactful.



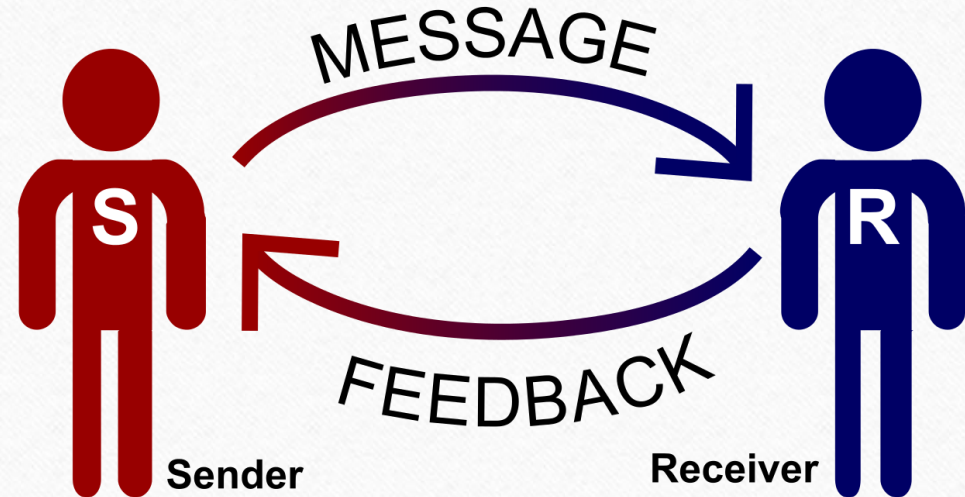
# Effective Communication skills

- Active Listening
  - Summarize what has been said
  - Ask questions
- Good Body language- maintain eye contact; smile, gestures, tone
- Use simple words
- Show Empathy
- Open mindedness
- Be Friendly and Respectful
- Give and Receive feedback



# Benefits of Effective Communication

- Fosters Trust
- Prevents or Resolves problems
- Provides Clarity and direction
- Creates better relationships
- Saves time
- Customers have a better understanding on procedures, policies and services
- Gives a good impression of the organization







# References

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