

Welcome to this CALL CENTRE: Skills Management Training

Day 1

Introduction to the training

Learning Objectives



At the end of the 2-day training, participants should be able to:

- i. Define and understand call centre ethics (do's & don'ts) and procedures
- ii. The buying motive of customers
- iii. How to establish a call strategy, telephone etiquette, call handling, creating a lasting impression, call probing skills etc.
- iv. Effective verbal communication such as tone, and pitch
- v. Understand effective call scripting procedure and call flow
- vi. Identify the performance standard metrics and KPIs
- vii. Understanding how to handle difficult customers and de-escalating angry customers

Call Centre Research Feedback



According to **SQM Group's** call center customer service research shows:

- **93%** of customers expect their call to be resolved on the first call
- **46%** of customers whose call was not resolved felt the agent could have done more to resolve their call
- **13%** of customers calling a call center describe their call as a complaint, and only **41%** of complaint callers are very satisfied with how it was handled

Why Do You Need Call Centre Training?



boosting confidence of agent on product & service knowledge



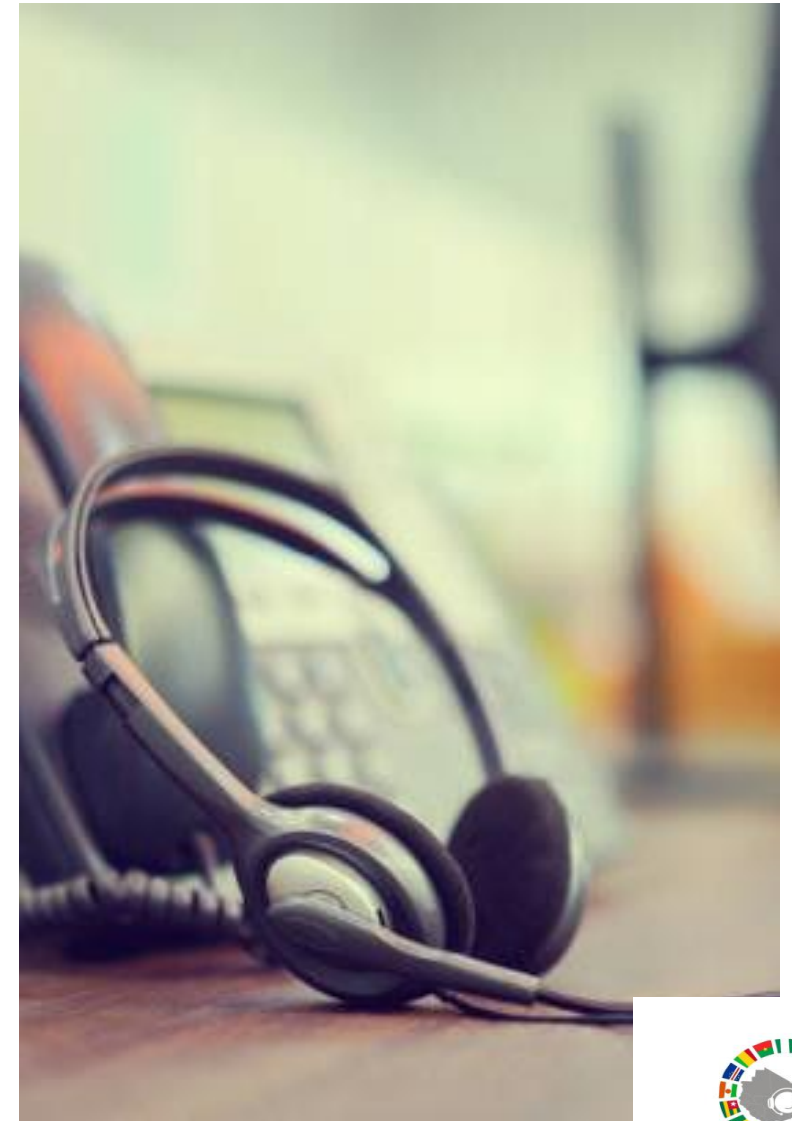
build essential qualities such as patience, empathy, and a positive attitude



It help employee to maintain professionalism at all time



It increases the chances of generating more income for agents






Who am I?

WHO IS A CUSTOMER?



A background image showing two women in a professional setting. One woman with curly hair is on the left, and another woman with glasses and a bun is on the right, both smiling and looking at each other. They appear to be in a meeting or collaborative work environment.

A customer is a person, group, or organization that purchases products or services from a seller or supplier.

- Customers are the “owners” of the business.
- To attract and retain customers, organizations must understand their needs and preferences, and deliver products or services that meet or exceed their expectations.
- They are business brand ambassadors and advocates.



Types of Customers?

Customer Types

Broadly speaking, there are two types of customers: internal customer and external customer.

What is an internal customer?

An internal customer is a person or department within your organization that relies on products and services provided by other departments in order to do their job. This could include anything from ordering materials for production to requesting administrative support.

However, it isn't just other departments that could be your internal customers. Other internal customers could include:

- Employees
- Suppliers
- Shareholders
- Stakeholders

Customer Types

What is an external customer?

An external customer is anyone who purchases products or services from your business. They could be individual consumers, businesses, or other organizations.

External customers are essential because they provide the revenue that allows your business to stay afloat and grow. As a result, it's important to put their needs first and ensure that they have a positive experience when dealing with your company.

By understanding their wants and needs, you can create products and services that will meet their expectations and keep them coming back for more.

Customers' Needs and Wants

- **Psychological needs:** These are the emotional needs of the customer and must be well guarded and satisfied. They include, need for esteem, love, complement, power, status, etc.
- **Physical needs:** These are needs that require immediate resolutions as regards customer issues with your product & services



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"YOUR CUSTOMER
DOESN'T CARE HOW
MUCH YOU KNOW UNTIL
THEY KNOW HOW MUCH
YOU CARE."

- DAMON RICHARDS