



“Hello, and Thank You For Calling...”

# The VOICE of Customer Service: Delivering Great Service By Telephone




## YOUR FACIAL EXPRESSIONS CAN'T BE SEEN.

Your body language is invisible, and yet your company's reputation may be riding on how you answer the call!

Are you delivering great customer service over the telephone? Can you afford not to?

Delivering great customer service over the telephone means more than answering the phone on the first ring, or being polite and courteous to your callers.

Great phone support and service means managing yourself, your caller, the equipment and the process, so as to resolve problems, retain customers, strengthen relationships and leave callers with that “warm happy feeling” of being valued and cared for.

 With proper phone support training and a desire to make a difference, you too can deliver great customer service over the telephone. I will show you how.

## Managing You

You have control over your work environment, voice and tone, systems and motivation. This training addresses each of these factors which contribute to stellar support.

## Understanding Your Callers

Once inside the mind of your customers you can calm, soothe and satisfy them on a practical or emotional level. By actively listening, asking probing questions and assessing callers' own acuity you can best determine how to save their angst and put a smile on their face. Exceed their expectations and they will be customers for life.



## Managing The Call

By understanding “The 5-Step Service Response” you will be equipped with a technique for handling all calls so as to resolve problems for maximum satisfaction.

As you build rapport, engender trust and build loyalty you can simultaneously upsell, cross-sell and more.

## Learning Objectives

- ▶ identify and assess emotional, practical components and respond to each to close calls quicker and more satisfactorily for your callers
- ▶ Develop a phone demeanor reflecting compassion, concern, empathy, respect to build customer/brand loyalty
- ▶ Sharpen your listening skills to hear the meta-message in each call: key concepts, ideas, fears and quell them
- ▶ Learn valuable physical and psychological relaxation techniques for reducing stress and avoiding burnout.

## How The Presentation Is Delivered

Role plays, scripts, stories, assessments and exercises make this training fun, easy, interactive and replicable.

## About Your Presenter

CRAIG HARRISON is past president of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION's San Francisco-Silicon Valley chapter. and the NATIONAL SPEAKERS ASSOCIATION's Northern California chapter. His clients include UNITED AIRLINES, SBC PACIFIC BELL, PFIZER and HITACHI AMERICA. His service articles and columns for *Transaction World* and *Customer Service Newsletter* appear regularly.

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