

**Welcome**  
**to the**  
***Call Center Success***  
**Learning Session**



# Objectives

- Gain a greater understanding of the CSR job
- Learn six factors to increase your professionalism
- Understand how the customer behaves and what the customer expects
- Learn effective ways to communicate with the customer
- Understand how to keep a positive attitude and continually improve your performance



# Introductions

- Name; month, and day (not year) you were born
- Where you grew up
- The types of businesses you call
- The types of transactions you do



**Types of Businesses**

**Types of Transactions**

**Birth Date**



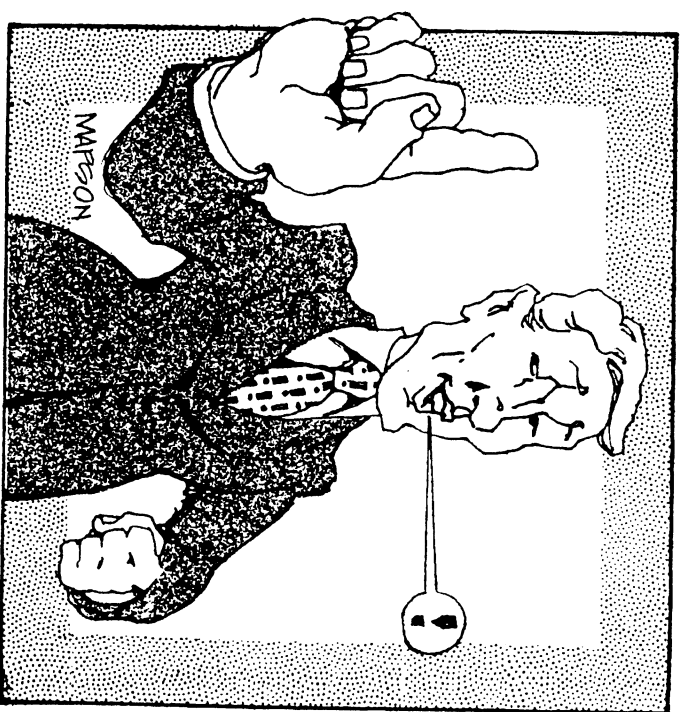
# Duties of CSRs



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# Six Elements of Professionalism

1. Manage the customer call
2. Know your products and services
3. Be a team player
4. Remain customer-focused
5. Take responsibility
6. Make a commitment



# What Do Customers Need?

Fast service

Courteous service

Consistency

Someone who will listen

A knowledgeable rep

Expert advice

Smooth transactions

A specific commitment



# Nonverbal Communication



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# Ten Communication Skills

1. Listening Effectively
2. Extending Common Courtesy
3. Avoiding Statements that Give the Wrong Impression
4. Using the Customer's Language
5. Gathering Customer Information
6. Satisfying the Angry Customer
7. Managing Technology
8. Writing Effective Email
9. Mental Scripting
10. Closing the Conversation



# Internal Language



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# Common Questions We Ask Customers

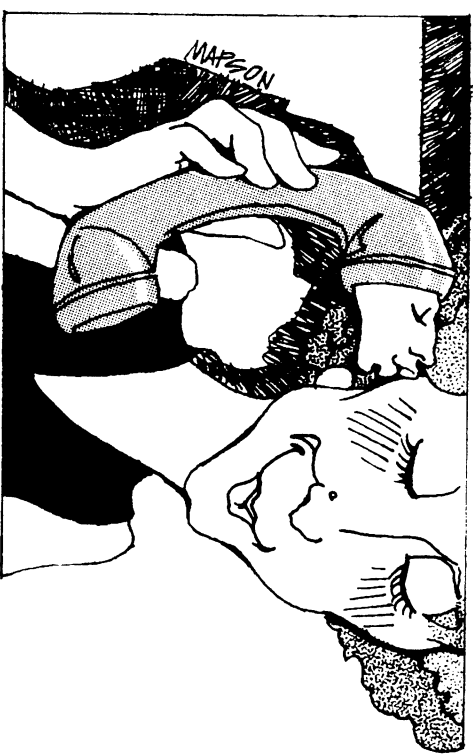


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# Six Ways to Satisfy an Angry Customer

1. Act in a Courteous Manner
2. Remain Businesslike
3. Avoid the Customer's Emotion
4. Apologize for the Customer's Dissatisfaction
5. Explain Why (if necessary)
6. Offer Other Benefits



# Benefits or Other Services



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# Email Exercise

**From:** Alpha Inc. Jackie Brown

**To:** Anderson Co. Attention: Ron Wilson

**Sent:** August 6, 2000

**Subject:** June bill explanation you requested

Dear Mr. Wilson,

My apologies for the confusion regarding your June 9th bill. The following will answer the questions you asked. We billed you for five items. Let's talk about the first one. The first item on your bill is the book *The New Tax and You*. We showed a \$23.95 price for this book. I don't know where we came up with this price. The price per book is \$19.95. I have credited \$4.00 to your account. The second item was the 100 special bookmarks. We billed a price of \$1.00 each. The price is \$.50 per bookmark. I have credited \$50.00 to your account. Again, I'd like to take this opportunity to apologize for our errors. Ever since we changed to the new software we have had some billing errors. The other items on the bill—the covers, the calendars, and the book lights, were all billed correctly.

Jackie Brown



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# **Common Customer Questions, Objections, & Statements**



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