

In-House
Workshops

Licensing
Programs

Public
Workshops

Personal
Coaching

Written
Communication

Oral
Presentations

Interpersonal
Skills

Personal
Productivity

Course
Development

Books

Audios

Videos

Multimedia

Software

eService Communication

This 8- to 24-hour workshop provides participants with the necessary skills to interact with customers and handle customer issues effectively on the phone and/or by email. Depending on the module(s) selected, the instructor will relate writing, speaking, listening, questioning, problem-solving, and conflict-management skills to the larger communication and customer service issues. The practical tips, innovative techniques, and constructive practice-time offered in **eService Communication** give participants the nuts and bolts to handle customer service issues quickly and efficiently while improving customer service satisfaction and building customer loyalty!

Key Objectives

- Identify barriers to effective communication
- Increase customer service awareness
- Respond effectively to "problem" customers
- Gather information through effective questioning and listening techniques
- Solve customer problems with a systematic approach
- Frame the positive approach in "bad news" situations
- Build rapport with customers

(Email Module)

- Use the MADE Format® to write email messages quickly, clearly, and effectively
- Select appropriate details and make them quickly and easily accessible
- Improve clarity of your messages by using 11 key principles
- Handle "sticky" issues by email: complaints and apologies
- Follow the rules of email etiquette to create the proper image
- Manage high-volume email

(Telephone Module)

- Handle telephone calls courteously and use proper telephone etiquette
- Handle voice mail (greetings and messages) efficiently
- Avoid a condescending, haughty, impatient, or irritated tone
- Inject energy and enthusiasm into the call
- Be clear and specific, not vague and general

Who Should Attend

Anyone who interacts with customers or who handles customer issues by telephone or email

Materials/Texts

Participants will receive the texts *E-Writing: 21st-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books) and *Communicate with Confidence®!: How to Say It Right the First Time and Every Time* (McGraw-Hill) written by Dianna Booher, along with a participant manual.

Class Size

15-20 participants

Increasing Productivity Through Effective Communication