

## eService Communication

This 8- to 24-hour workshop provides participants with the necessary skills to interact with customers and handle customer service 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 to increase loyalty

#### (Email Module)

- Use the MADE Format® to write email 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 productively

#### (Telephone Module)

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

### Who Should Attend

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

### Materials/Texts

Participants will receive the texts *E-Writing: 21<sup>st</sup>-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books), *Communicate with Confidence: How to Say It Right the First Time and Every Time* (McGraw-Hill), and *Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors* (McGraw-Hill) written by Dianna Booher, along with a participant manual and job-aid cards.

### Class Size

Up to 20 participants

### *Increasing Productivity Through Effective Communication*