

WOMEN4IT

2020



TRAINING ROADMAP

Customer Service
Representative

About This Training Path

Total Hours

160

Training Objectives

The purpose of this training path is to enable you to effectively interact with customers and provide a professional customer service experience using various online tools. During the training you will discover your personal communication style before learning how to improve your communication skills through practicing listening and questioning techniques. The technical aspect of this training path covers common office applications and customer relationship management (CRM) software.

Upon successful completion of the training you will be able to:

- Adopt a consistent, professional communication style when interacting with customers via various tools.
- Develop skills in engaging with customers and handling their enquiries effectively, including how to deal with indifferent customers.
- Listen effectively, ask questions and respond fully to a customer request.
- Learn how to turn customer service disappointment into a positive experience.
- Identify ways that can add value to customer relationships, exceed expectations and building customer loyalty.
- Use of various ICT tools including CRM software.
- Practice emotional intelligence and caring for yourself.

Success Criteria

You are assessed continuously throughout the training, earning badges for every module you successfully complete. You must achieve all badges to successfully complete the training. A minimum attendance rate of 75% is required.

Accreditation

You may qualify, in full or in part, for credits towards future training courses or certification by an awarding body. Your mentor will explain these options to you before you begin.

Your Training Roadmap

Your trainer may conduct a pre-assessment exercise with you to determine your knowledge of the subject and your comfort level with technology. This may be in the form of a short online test, a paper survey or informal interview, either 1 to 1 or in a group with your fellow learners. A digital skills introductory course may be recommended for you to help you progress through the training roadmap.

UNIT 1

Introduction to Customer Service

Learning Objectives

- Develop customer service skills when dealing with customers by telephone, email, chat or face-to-face interactions.
- Understand how to ensure a clearer awareness of your customer service strengths and techniques that are consistent with your personality.
- Know how to provide an excellent customer service experience that goes beyond the customer's expectations.

UNIT 2

Communication Skills

Learning Objectives

- Identify and develop your personal communication style while adapting your behaviours to better express your ideas in the workplace.

- Understand the role of culture, stereotypes and prejudice in communication and break down barriers to communicate effectively.
- Use active listening techniques and effective questioning skills to enhance your understanding and show empathy.
- Give and receive appropriate feedback and use trusted techniques to handle emotions and act professionally.

UNIT 3

Persuasion Skills and Negotiation Strategies

Learning Objectives

- Be able to choose the right persuasion skills according to Cialdini's 6 principles that will help you convince others.
- Understand how to improve performance by giving and getting constructive feedback.
- Know the successful negotiation skills required between two people for an agreement acceptable for both.
- Know how to satisfy customers using the right tones and words.

UNIT 4

Customer Relationship Management Tools

Learning Objectives

- Understand how CRM software is used in the customer service sector.
- Recognise the types of CRM.
- Be able to use email, chat and phone software to connect with customers.

UNIT 5

Managing Conflicts

Learning Objectives

- Know how to identify and handle conflict effectively.
- Know about techniques for dealing with clients in conflict situation.
- Discover how facilitation skills can help intervention and encourage a positive outcome from conflict.

UNIT 6

Emotional Intelligence

Learning Objectives

- Develop your emotional intelligence to benefit your organization.
- Observe and listen to the emotions of others.