



Delighting

World-class service skills training

Customers

FOR CALL CENTERS

Delighting Customers for Call Centers

"You have to provide legendary service to delight your customers. Best service is no longer good enough."

TOM PETERS

"If you have an unhappy customer on the Internet, he doesn't tell his six friends, he tells his 6,000 friends."

JEFF BEZOS

"Today the customer-service wave is swelling larger than the quality wave, and when it fully hits, those not prepared will be washed into history."

HARVEY MACKAY

"The firm that keeps its customers happy is virtually unbeatable."

M. LELE

Delighting Customers for Call Centers is an intensive facilitator-led service-skills training program for all Call Centers and Help Desks. In one day or eight one-hour modules, your technical and non-technical phone professionals learn to build customer loyalty with even the most challenging customers while increasing your Call Center productivity and quality.



YOUR AGENTS LEARN TO:

- Restore customer confidence after negative experiences
- Reduce escalated and repeat calls
- Delight upset and complaining customers
- Increase customer self-sufficiency
- Build rapport and connect with customers
- Recognize unspoken needs to increase sales
- Go the extra mile to delight customers

YOUR AGENTS MASTER "BEST-PRACTICES" PHONE SKILLS USED BY TODAY'S WORLD-CLASS CALL CENTERS AND HELP DESKS, INCLUDING:

- Greeting, holding, and transferring
- Tone of voice, articulation, and conversational flow
- Aligning, empathy, and listening
- Problem-solving, questioning, and solution exploring
- Explaining and requesting to gain acceptance
- Saying no, providing unpleasant information, and negotiating solutions
- Resolving complaints and saving lost customers
- Take responsibility and ownership of all customer requests
- Advanced voice-mail, conferencing, screening, and messaging techniques



PLUS, AN OPTIONAL E-MAIL MODULE INCLUDES:

- The Ten Pitfalls of E-mail and how to avoid them
- The eight steps to a Customer E-mail Response System
- The fifteen occasions to avoid e-mail
- Use of templates, FAQs, and automated responses
- And over 70 techniques to construct, write, format, and edit customer e-mail

"Awesome"

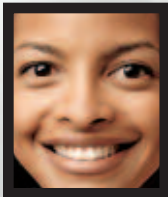
"Excellent"

FIND OUT WHY DELIGHTING CUSTOMERS USERS INCLUDE:

- 1,800 IBM.com Call Center professionals
- 350 Dell.com phone professionals
- 2,200 Edward Jones financial planners and support professionals
- 3,200 Verizon Wireless sales and service representatives
- 1,600 Carolina Power & Light employees

THE SKILLS GO RIGHT TO THE JOB USING:

- PILOT Call Monitoring form to assess actual skill use
- Call Center Metrics with industry standards and strategic responses
- The 32 PhoneRules to establish measurable call quality standards
- The GEM (Going the Extra Mile) employee recognition program
- The ARC (At-Risk Customers) Yard program for recovering lost customers



PLUS 75 TOOLKIT TECHNIQUES TO:

- Improve automated attendants and voice-mail
- Manage stress, image, and personal attitude



- Neutralize abusive and profane customers
- Conduct video conferences
- Sell inbound and outbound to existing and new customers
- Build internal cooperation and teamwork

TRUE WORLD-CLASS SKILLS TRAINING DESIGN WITH:

- Expert designed interactive video-based behavioral learning
- Accelerated training methods with upbeat, fast-paced team activities, simulations, skill drills, competitions, and practices
- True observable skill mastery learning and testing
- Eight one-hour modules for flexible implementation
- Unequaled detailed trainer step-by-step preparation instructions
- Full-color participant, trainer, and room materials



PLUS A MANAGER TOOLKIT WITH 100 TOOLS TO:

- Hire and coach customer-focused employees
- Monitor agent skill use and provide objectives feedback
- Measure customer needs and satisfaction
- Build teams and reengineer work processes
- Build internal customer-focus
- Conduct 20-minute on-the-job training sessions

AND COMPREHENSIVE MEASUREMENT TOOLS:

- PILOT Call Monitoring Form
- Mastery Learning Test
- Call Center Metrics and Industry Standards
- Customer Satisfaction Checklists
- Participant Feedback
- Training Implementation Checklists
- Estimates of Revenue Impacts

WITH EASY, FAST, AND INEXPENSIVE DELIVERY:

- Self-customizing and ready to implement
- Complete trainer self-study and preparation
- Our trainers or we'll train-the-trainer
- 4-24 participants per session
- 1- or 2-day, or spread 8 one-hour modules

DID YOU KNOW:

The average agent contributes \$1.3 million per year in lifetime customer loyalty?

68% of customers leave due to poor treatment, only 14% due to the product or service?

The average Call Center spends 97% of time fixing problems, 2% preventing them?

The average value per customer contact by your agents is \$100?

A 5% reduction in customer defections can boost profits 25% to 125%?

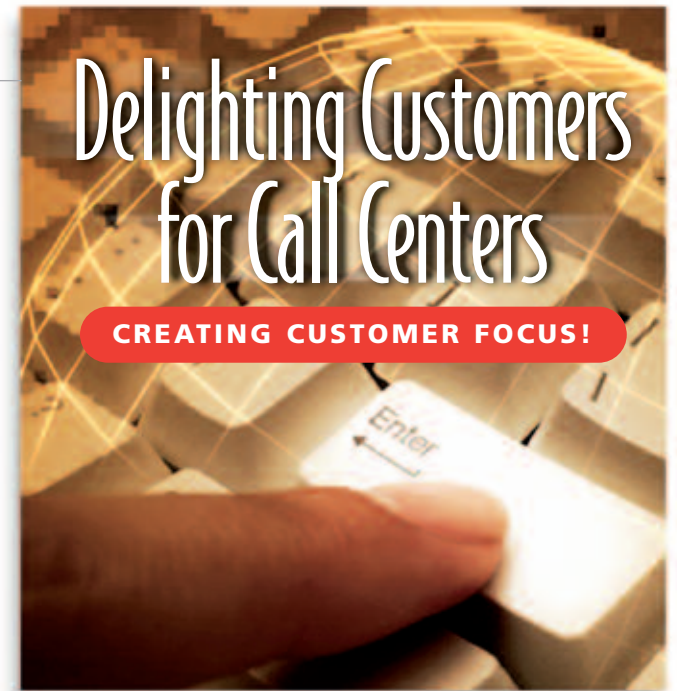
A 5-year customer is 377% more profitable than a new customer?

"Fun"

Call Centers

or go to our web site to:

- Build world-class best-practices phone skills
- Delight even upset and complaining customers
- Reduce escalated and repeat calls
- Surpass industry call speed and quality standards
- Increase customer capability and self-sufficiency
- Uncover customer needs and increase sales
- Increase customer loyalty



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