

Connecting to Customers Through Email



COURSE PRICE

Classroom Course
\$795 per person

Client Site Course
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A one-day course
conducted at your
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Frameworks, techniques and guidelines that turn frontline phone agents into stellar e-agents who can provide outstanding customer contacts through the written word.

As more organizations push customer contact to online channels, agents must learn the art of customer contact through the written word. Through ICMI's Connecting to Customers Through Email course, agents learn the most strategic ways to present email correspondence, so customers have consistent and positive experiences with the organization. Using an Email Framework, agents will learn to follow a strategically constructed method for replying to customer email contacts. Agents will discover that by employing the framework, they will have more quality and control, which leads to greater efficiency and customer satisfaction.

Next, agents will discover how to interpret an incoming email before deciding on the response action. Analyzing the customer's emotion, time references, punctuation and language gives agents a more personal look into the customer's state of mind and needs so they can provide an empathetic and affirming answer. Agents will use the email interpretation to determine which type of response is best for each customer.

To make email responses easy to read and understandable, agents will gain insight into email content guidelines. They'll learn how to construct the content of emails using the inverted pyramid style that places the most important information first. They also understand how the tone of their email is important in conveying the personality of the organization. This module concludes with six rules for cyber-correspondence and "netiquette" that every e-agent should know.

Finally, agents will spend time polishing their written grammar skills and reviewing the most common grammar errors and how to avoid them.

Designed for frontline agents with responsibility for providing customer service through email and who want to increase their skills in email communication areas such as:

- ▶ Using a strategically constructed email framework for maximum efficiency and quality contact handling.
- ▶ Interpreting customer emails to recognize tone and needs in order to craft the best response.
- ▶ Understanding when to use template emails and when free-form emails are appropriate.
- ▶ Honing written service skills to convey empathy for a one-on-one connection with the customer.

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COURSE OUTLINE

Module 1: Email Framework

- ▶ List customer expectations for effective email communication
- ▶ Explain the advantages of using a framework
- ▶ Name the parts of the Email Framework

Module 2: Email Interpretation

- ▶ Analyze the customer's tone
- ▶ Determine what response action to take

Module 3: Service Skills

- ▶ Apply opening and concluding standards
- ▶ Connect with customers using empathy and affirmation
- ▶ Invite interaction using questioning and links

Module 4: Content and Tone Guidelines

- ▶ Write clearly to meet Content and Tone Guidelines
- ▶ Incorporate netiquette to insure a positive interaction

Module 5: Grammar Gremlins and Netiquette

- ▶ Identify the most common grammar mistakes
- ▶ Learn the best form of "netiquette"

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.