

Program of Excellence in Customer Service: Agent Training



COURSE PRICE

Private Classroom Course

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Client Site Course

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REGISTER

icmi.com/training

Equip frontline agents with necessary skills and knowledge to deliver exceptional customer service and contribute to contact center efficiencies by understanding the “how” and “why” of stellar service and basic contact center operations.

Your agents have probably had the basic training that enables them to meet minimum standards. Through ICMI’s Program of Excellence in Customer Service: Agent Training program, you will enhance their knowledge of customer service and contact center operations to give them the tools they need to become outstanding agents.

The program not only delivers an understanding of the “why” behind agent duties, but elevates the professionalism of contact center employees. This leads to greater retention as reps change their thinking from a transitional job to a career destination. With each course of the program, agents will transform knowledge into action using the practice exercises, job aids and coaching toolkits that accompany each unit.

Designed to move agents beyond minimum standards into outstanding, knowledgeable contact center employees, the program will:

- ▶ Increase customer satisfaction through agents who are thoroughly trained in how to exceed service standards.
- ▶ Enhance employee satisfaction and retention as agents better understand their contribution to the contact center operations and the entire organization.
- ▶ Develop a pool of qualified talent who will eventually move into supervisory and management roles.
- ▶ Train agents with the necessary skills and knowledge to deliver enhanced efficiencies and service.

Flexibility of Delivery

Five independent and interrelated days of training allow for flexibility of scheduling. Since the material is modular, it can be delivered in segments or in full days. The program can be delivered via private web study or in an onsite training format.

Design Your Own Curriculum

The core program can be broken apart to meet your specific needs. Optional units are also available if you have special needs such as email handling, difficult callers or a combination of service and sales. Plus, mix and match units to deliver training for customer service only, service/sales, sales only or technical support representatives.

Optional Certificate Program

Certificates are awarded after all unit tests have been completed.

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PROGRAM OUTLINE

Mix and match units below to create a results-driven training program for your agents.

The Dynamic Call Center

- Module 1: What Is a Call Center?
- Module 2: Terms and Acronyms Part 1
- Module 3: Terms and Acronyms Part 2
- Module 4: Measuring the Call Center's Success
- Module 5: Measuring Your Success

Managing Customer Contacts with Quality

(Available in Customer Service, Sales and Tech Support Versions)

- Module 1: Courtesies, Etiquette and Positive Language
- Module 2: Greeting and the Impact of Tone
- Module 3: Listening Effectively
- Module 4: Controlling the Call
- Module 5: Presenting the Solution

It's All About the Customer

- Module 1: Your Customers' Expectations
- Module 2: The Value of Customer Satisfaction
- Module 3: The Impact of Queues
- Module 4: How Call Centers Operate
- Module 5: Your Impact on Accessibility and Customer Satisfaction

Managing Difficult Customer Contacts

- Module 1: Who Are Difficult Customers?
- Module 2: Key Considerations
- Module 3: Saying "Yes" to Difficult Customers
- Module 4: Saying "No" To Difficult Customers
- Module 5: Managing Stress

Connecting with Customers through Email

- Module 1: Email Framework
- Module 2: Email Interpretation
- Module 3: Service skills for Email
- Module 4: Content and Tone Guidelines
- Module 5: Grammar Skills and Netiquette
- Optional Topics (Each One Day in Length)

Proven Inbound Sales Techniques

- Module 1: Relationship-Driven Sales
- Module 2: The Psychology of Buying
- Module 3: Effective Questioning
- Module 4: Handling Objections and Closing the Sale
- Module 5: Upselling and Cross-selling

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.