

A PACT Project

Good to Great in a Customer Call Centre

Purpose

For Customer Call Centre Professionals to:

- enhance their existing sales skills
- step up to the challenge of call ownership, and
- add value to their calls

Outline

A modularised face to face training programme was written in close consultation with our client, covering customer service skills specifically aimed at a group already seen as competent in their field. The training was split into three 2 day workshops, used blended learning techniques and followed the progress of both inbound and outbound calls, reinforcing:

- First Impressions
- Identifying Customer Needs
- Matching Products and Services to Needs
- Call Conclusion
- Handling Queries
- Resolving Customer Complaints.

Trainees were trained to take more initiative and responsibility to enable them to reach their full potential. They were empowered to help customers and to see the call through to conclusion. There was rigorous assessment for competence and coaching for success given by our experienced and skilled facilitators.

Results

Have been outstanding, quality trending rose by over 10% and the Call Centre Manager reports that “sales results have been fantastic....the programme has been very successful.”



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