



CONN.E.C.T. (CONNecting with the customer through Excellence in Customer service Training) Customers are more demanding than ever before. They expect to be treated with respect and to have their needs met quickly and efficiently. The competition for customers is fierce. Businesses need to find ways to differentiate themselves from their competitors, and one way to do this is by providing excellent customer service.

Excellent customer service can lead to increased sales and profits. Studies have shown that customers who have a positive experience with a company are more likely to do business with that company again and are also more likely to recommend that company to their friends and family. Excellent customer service can help build a positive brand reputation. A company that is known for its excellent customer service is more likely to be trusted and respected by its customers.

The CONN.E.C.T. (CONNecting with the customer through Excellence in Customer service Training) course by Crossworks is a program designed to equip participants with the foundational knowledge and understanding of customer service and the communication skills essential in providing excellent transactional (voice) support to customers. It is highly informative, reflective, and full of tips and techniques that participants can immediately apply in the workplace.

## At the end of this course, participants should be able to:

- Define Effective Communication
- Explain why being Proactive is the best approach to customer service
- Enumerate and describe the Types of Customers
- Explain what the KSA Competency Framework is
- Differentiate Assertive vs Argumentative responses
- Demonstrate the P.E.A.C.E. technique when handling irate customers



# Course Outline

- Welcome and Introduction
  - Objectives and Overview
  - Reminders and House Rules
- Communication
  - Communication Model
  - Barriers to Communication
  - Communication Tools
  - Effective Communication (Main Elements)
- Customer Service
  - What is Customer Service?
    - Best and Worst Customer Service
    - Proactive vs. The Rest (Levels of Customer Service)
  - The Customer's Journey
  - Who is the Customer
  - Customer Needs and Expectations
  - Types of Customers
- The KSA Competency Framework
  - Skills. Attitude.
  - What you need to KNOW
    - Product Knowledge and Support Procedures
  - What you need to DO
    - Listen Actively
    - Respond Effectively
    - Phone Etiquette
  - Who you need to BE
    - The Right Mindset
- Customer Outliers: Challenge Accepted!
  - Handling the Challenging, Difficult and Irate Ones
    - Assertive vs. Argumentative
    - Outliers: Not your Average Customer
  - Managing Disputes/Complaints



- Use the P.E.A.C.E. technique
- Fine-tune your Performance (Level Up Strategies)
  - Build and Maintain Rapport
  - Call Control (Back on Track)
  - Polite Markers and Personalization
  - The Forbidden Phrases and Positive Framing
- Be the Best, Avoid the Stress
  - Causes and Symptoms of Stress
  - Quick tips on Managing Stress
- Summary and Wrap-up
  - Recap and Questions
  - Key Take-Aways and Action Plan

## Course Duration

- 1 day - face to face

## Delivery Methodologies

- Plenary Discussions
- Lecture / Slide Presentation
- Group or Pair Activities
- Individual Work
- Activity Debriefs
- Peer Feedback
- Icebreakers / Energizers / Games

## This course is recommended for:

- Frontliners, Staff, Supervisors, Managers, and Employees who support customers via phone (voice) or face-to-face and require the fundamental concepts of effective customer service.



## Upcoming Events

Mar 18

9:00 am – 5:00 pm

[CONN.E.C.T \(Customer Service Excellence\)](#)

Jun 20

9:00 am – 5:00 pm

[CONN.E.C.T \(Customer Service Excellence\)](#)

Oct 15

9:00 am – 5:00 pm

[CONN.E.C.T \(Customer Service Excellence\)](#)

Dec 10

9:00 am – 5:00 pm

[CONN.E.C.T \(Customer Service Excellence\)](#)

[View Calendar](#)