

progress training systems  
presents  
the



 B·E·S·T®

## Customer Service System For Contact Centres

**It takes a long time to build a good reputation.  
It takes only a few seconds to lose it.  
This system ensures that your tele-consultants  
are the BEST ambassadors in the world for your organisation.**

The BEST Customer Service System was developed especially for Contact Centres, to meet the unique demands for motivation and service quality through the particular pressures of the call centre environment. Confident, professional, enthusiastic operators create an environment of success which is contagious, with an immediate impact on the wellbeing of every other area of contact.

The BEST Customer Service System embraces all elements of a customer orientation, including self-esteem and internal service attitudes, as well as the best attitudes and actions for external customer excellence. One particular feature of the System is the concept of ownership and responsibility, which when missing is often the cause for dissatisfaction and de-motivation, both for consultant and customer.

It's easy to learn and remember. It can be completely customised so that it is culturally comfortable. And of course it's absolutely customer-focused, both in content and in structure and design.

### PROGRAM CONTENTS

- The meaning of great service
- Key Success Areas - Knowledge, Skills and Attitudes
- Building good relationships quickly on the phone
- Dealing with 'different' people
- Establishing customer needs
- Professional questioning strategies
- Six keys to active listening
- Receiving, welcoming and resolving complaints

- Essential elements of telephone courtesy
- Going the extra K
- Dealing with stress
- Leaving a lasting impression
- Empowering yourself to make a difference

## **PROGRAM DESIGN**

To maximise the impact of spaced learning, management involvement and on-the-job coaching, the BEST method of program implementation is an intensive one day workshop, followed by four weekly follow-up sessions of one hour each, which are conducted within your own organisation by Team Leaders or Managers. This ensures understanding, ownership and ongoing coaching by leaders at the operative level, proven by research to create the most effective on-the-job learning environment possible. It also provides valuable 'spaced' learning strategies, ensuring the highest possible retention and relevance. The program ends with a celebration session.

This implementation process works best when the Team Leaders are trained in the BEST Leadership Development Program; an additional two day program which covers such areas as

- ◆ Qualities of successful leadership
- ◆ Team generated solutions
- ◆ The task/people balance in leadership
- ◆ Key Success Areas for managing customer service
- ◆ Strategic communication skills
- ◆ Effective conflict resolution
- ◆ Managing different behavioural styles
- ◆ Confidence and competence in facilitating follow-up
- ◆ Successful coaching for skill support and reinforcement

If a strong Leadership Development program is already in place in your organisation an alternative half day facilitation training program can be held for Team Leaders.

If time, location or your shift system prevent this ideal implementation, delivery timing of the BEST Customer Service System for Contact Centres can be altered to meet your needs.

## **TRAINING METHODOLOGY**

Workshops can be conducted for up to 20 participants, who will be divided into clusters of 5 or 6. The minimum recommended group size is 8-10, as much learning takes place from participant interaction.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are our preferred media. Additionally, specifically customised 'keeper' items can be developed, such as laminated desk mats or pocket cards, to act as ongoing reminders.

Although intensive and hard-working, the entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment.



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