

CALL CENTRE CUSTOMER SERVICES TRAINING



DATE: JULY 13, 2019

LAST DATE TO REGISTER: JULY 10, 2019

TIMINGS: 9:00 am to 5:00 pm

VENUE: KARACHI

FACILITATOR: MR. CLIFFORD LUCAS

FEE: PKR 12,500/- per participant

IBP - A Company Set Up Under Section 42 of the Companies Act, 2017



SPECIAL DISCOUNTS

**5%
DISCOUNT**
For all Member
Institutions of IBP

**5%
DISCOUNT**
on 3-5 nominations

**10%
DISCOUNT**
on 6+ nominations

COURSE OVERVIEW

Handling customers over the phone requires many skills, including verbal communication skills, proper telephone etiquette, problem resolution and escalation and active listening skills. This course is designed to help Call Centre professionals expertly handle customer calls and ensure that every caller receives the best possible service. This course will help Call Centre agents learn to make the most of their telephone based work, including understanding the best ways to listen and be heard.

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COURSE OBJECTIVES:

By the end of this course, participants will be able to:

- Learn aspects of verbal communication such as tone, cadence, and pitch.
- Demonstrate an understanding of questioning and listening skills.
- Acquire comfort with delivering bad news and saying "No".
- Learn effective ways to negotiate.
- Understand the importance of creating and delivering meaningful messages.
- Use tools to facilitate communication.

COURSE OUTLINE:

- The Importance of Customer Service
- Telephone Etiquette
- Managing the Mechanics – Hold, Transfer, Messages and Documentation
- Mastering Communication Skills
- Providing Excellence in Phone Service
- Empathizing
- Dealing with Difficult Callers
- Dealing with Diversity
- Knowing When to Apologize
- Call Center Scenarios
- Managing Your Customer Call Center Service Position

WHO SHOULD ATTEND?

- Inbound/Outbound Call Center Agents
- Team Leads

FACILITATOR:

Mr. Clifford Lucas



Mr. Clifford Lucas is an experienced business executive who is extremely passionate about learning and personal development. He is an adaptor and is a very flexible when dealing with people. He has been associated with leading organizations such as Citibank, ABN AMRO Bank Pakistan & ABN AMRO Bank Indonesia, Royal Bank of Scotland, Faysal Bank and Samba Bank Limited, working in various management positions such as Head Contact Centre, Head Customer Services & Issue Management, Head of Tele Sales and Head of Service Quality.

As a Certified trainer, accredited by Kudus Zeal Renewal (KZR) and also attended the IFC Business Edge "Training of the Trainers", Clifford has facilitated several soft skills training programs to help individuals achieve their desired goals in challenging situations.

Having over 20 years of diverse professional experience in Call Centre, Customer Service and Learning and Development, he has conducted several competency based workshops at different levels of lower & mid-management both locally and internationally. His ability to connect emotionally with the audience makes him a speaker of choice. Besides this, his work ranged enormously and has involved design, delivery and facilitation.

In Pakistan, he has designed, developed & conducted several soft skills workshops from the platform of The Institute of Bankers Pakistan (IBP), Pakistan Society of Training & Development (PSTD), OCTARA, Hadaway, Pakistan Institute of Management, Management Association of Pakistan and Corporate Learning Solutions

DONATE FOR THE SUPREME COURT OF PAKISTAN AND THE PRIME MINISTER OF PAKISTAN DIAMER-BHASHA AND MOHMAND DAMS FUND



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