

## **Business Etiquette Passage for Professional Customer Care**

### **Training Outline**

#### **Module One**

##### **Office Etiquette & Protocol**

- Customer Care is an attitude not behavior
- Positive attitude Vs Negative Attitude
- Do you have a customer care perception
- Customer care assessment sheet, and where are you?
- Customer Care is a concept
- Customer care market awards actions not intention
- Are you counted a customer care winner staff or loser staff
- No problem in customers, staff is the problem creator
- YOU OWN the PROBLEM
- Do the Right Thing not Do Things Right
- Actions that set you off apart the professional stage
- Cardinal sins at the work place
- Business professional attire for men and women at the workplace
- Common faux pas at the professional attire for men and women
- Business etiquette global rules (13-30-12-5)

#### **Module Two**

##### **Customer Care Etiquette**

- Who is your customer today
- Difference between customer service and customer care
- Difference between customer interaction and customer communication
- Why customer loyalty and not customer satisfaction
- How to achieve loyalty
- Eight major problems created by customer care staff
- Eight basic skills for a professional customer care performance
- Nine common faux pas to sabotage team spirit which affects negatively the performance
- How to handle sticky situations with your customer and deal professionally
- Customer care is a stress and how to handle
- Customer care is the image and how to build it up

#### **Module Three**

##### **How to be Phonogenic on Phone & Art of Business Conversation**

- Dos and taboos of business conversation
- Rule of 9, for a professional conversationalist
- Be an active listener to be a professional conversationalist
- Telephone etiquette tips and bits
- Etiquette of sending and receiving a call



- How to handle sticky conversations tactfully
- Function your 4Ps to speak in confidence and get the job done right
- The art of giving criticism
- Receiving criticism is a game
- How to change the subject smartly
- Speaker phone savvy
- How to take a professional message
- Leaving a professional message
- Tips and bits for cellular phones

### **Duration of the Training**

- It is a three training days from 9:00 a.m. till 5:00 p.m.
- It is a training of total 24 hours

### **Methodology**

- Training games
- Group exercises
- Role play
- Group discussion
- Handouts in Arabic as per each participant

### **Target Audience**

- Customer contact staff
- Training group is not to exceed fifteen participants

### **Training Needs**

- Training room a U-Shape form
- Two flip charts with their markers
- Data show with its white screen
- Two coffee breaks for the participants
- One lunch break for the participants