

Business Communication Fundamentals

Communication Essentials for Customer Service:

Creating First Impression

- Self-Introduction
- Introducing Others
- Small talks
- Perceptions about well-groomed people
- Spoiler Alert

Impressive Communication:

Core Components of Effective Communication

- Importance of Verbal and Non-verbal communication
- Principles of Effective Verbal Communication
- Clarity
- Rate of Speech
- Tone
- Volume
- Pronunciation
- Emphasis
- Fillers
- Do's and Don'ts

Principles of Effective Non-Verbal Communication:

- Hand Gestures
- Facial Expressions
- Eye Contact
- Smile
- Overall Body Language
- Do's and Don'ts

Impressive Communication with stakeholders:

- Ability to adapt to different communication styles in order to establish rapport, build
- trust, and strengthen teams

- Embracing Diversity / Respectful Workplace Communications
- Communicating with a sense of assertiveness, transparency and self-assurance.
- Active Listening
- Asking Open ended questions
- Positive, Impactful and Open body language

Empathy &EQ:

- Embodying Empathy in customer interactions
- Watch for signs of burn-out in others
- Lead from within
- Show sincere interest in the needs, and hopes of customers

Accountability:

- Perception
- Victim Vs Growth Mind-set
- Difference between Responsibility, Ownership and accountability
- Image – Attitude, Appearance, Actions
- Shifting from WIIFM to WIIFT (For Customers)

Dealing with Complaints

- What really is the issue?
- Focus on facts not behaviour
- Understanding the 4 different types of irate customers
- Diffusing the situation
- Looking for win-win solutions
- Turning dissatisfaction into satisfaction
- Overcoming the fear and nerves when talking to senior customers

Importance of Culture Awareness and Customer Sensitivity:

- Increases culture awareness
- Understand the right and acceptable behaviours

Global Email Etiquette:

- Master Global English Mentality
- Develop International Formatting Standards
- Context is everything
- Being Sensitive to genders, names and titles
- Adopt the right level of formality
- Know when not to email