

Business Comm: Complaints Handling & Email Etiquette

Learn to communicate effectively with customers, handle complaints and apply professional email etiquette across cultures.

8

MODULES

51

TOPICS

COURSE OVERVIEW

This course covers the essentials of customer service communication, including creating first impressions and mastering verbal and non-verbal communication. It addresses adapting communication styles with stakeholders, embracing diversity, and applying empathy, emotional intelligence and accountability in customer interactions. It then examines techniques for handling complaints and irate customers, building culture awareness and customer sensitivity. Finally, it covers global email etiquette, including formatting standards, formality and sensitivity to gender, names and titles.

WHO THIS COURSE IS FOR

Customer Service Representatives

Support Agents

Team Leaders

Client-Facing Staff

Email Correspondents

LEARNING OBJECTIVES

- Describe techniques for creating a strong first impression
- Apply principles of effective verbal and non-verbal communication
- Adapt communication styles to build rapport with stakeholders
- Practise active listening and open-ended questioning
- Apply empathy and emotional intelligence in customer interactions
- Distinguish responsibility, ownership and accountability
- Identify the four types of irate customers and diffuse situations
- Apply global email etiquette and formatting standards

8 Modules, 51 Topics

01

Communication Essentials for Customer Service

CREATING FIRST IMPRESSION

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

02

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

03

Impressive Communication with Stakeholders

TOPICS

- 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

04

Empathy & EQ

TOPICS

- 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

05

Accountability

TOPICS

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

06

Dealing with Complaints

TOPICS

- 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

07

Importance of Culture Awareness and Customer Sensitivity

TOPICS

- Increases culture awareness
- Understand the right and acceptable behaviours

08

Global Email Etiquette

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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