

Culturally Focused Customer Service Training

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I have trained contact center and hospitality employees in Panama, Estonia and Bulgaria with this itinerary.

- A spa and resort in Estonia realized a 37% improvement in customer ratings in the two quarters following this training.
- Contact centers have experienced double digit improvements in customer feedback scores, and 15% to 25% decreases in turnover in the two quarters following this training.

Day 1

Module 1: The Language of Customer Service (2 hours)

Focuses on the words and phrases that English speakers expect to hear, and respond to during a business or professional interaction.

Practice and Role Play (1 hour)

Module 2: The Cultural Divide (2 Hours)

Examines the way English speakers actually use language. Discusses the variations between English speaking cultures. Addresses the most common errors made by non-native speakers.

Practice and Role Play (1 Hour)

Day 2

Module 3: Service Fundamentals (2 Hours)

The basic elements of good customer service. The importance of clarity, listening and empathy.

Practice and Role Play (1 Hour)

Module 4: The Service Role (2 Hours)

Addresses the overall organizational mission and the expected contribution of the customer service team. Develops the team members' understanding of their part in achieving the organizational goals.

Questions and Answers (1 Hour)

Usually involves participation from senior management.

Day 3

Module 5: Constant Improvement (2 Hours)

Introduces the assessment system and its goals. Addresses benchmarking and personal development.

Assessment Practice (1 Hour)

Module 6: Peer Support

Introduces the concept of peer support and team dynamics. Explains accountability to the team and team development.

Peer Assessment Practice (1 Hour)

Day 4

Module 7: Problems, Imperfections and Failures

Crisis management and overcoming obstacles and mistakes. From team member failures, to unreasonable customers.

Practice and Role Play (1 Hour)

Module 8: Centered, Focused and Professional (2 Hours)

Addresses the traits and skills required to be successful and to accurately represent the organization and its mission to the customer.

Self Assessment and Improvement Plan (1 Hour)