



Program of Excellence In Frontline Customer Service

Go beyond preparing your reps to meet minimum standards. Equip your frontline reps to exceed customer expectations with ICMI's Program of Excellence in Frontline Customer Care. The program ensures that reps can deliver excellence in customer care and that they will...by understanding the "why" behind what they do.

ICMI's Program of Excellence Provides:

- ∞ Increased customer satisfaction as your representatives provide better service.
- ∞ Enhanced employee satisfaction and retention as they better understand their contribution to the organization.
- ∞ The development of a qualified talent pool to eventually move into supervisory and management roles.
- ∞ Representatives with the necessary skills and knowledge to deliver enhanced efficiencies and service.

Program Highlights:

- ∞ **Flexibility of Delivery:** Five independent and interrelated days of training allow for flexibility of scheduling. Since the material is modular, it can be delivered in segments or in full days. The program can take place over five days or five months.
- ∞ **Flexibility of Content:** The core program can be broken apart to meet your specific needs. Optional units are also available if you have special needs such as email handling, difficult callers or a combination of service and sales.
- ∞ **Designed for Your Representatives:** Mix and match units to deliver training for customer service only, service/sales, sales only or technical support representatives.
- ∞ **Customizable:** Use your calls or emails as examples for role plays, tap into your organization's brand and vision, and uncover your customers' expectations as the course exercises are designed to give your reps an experience that applies directly to them.
- ∞ **Retention-Focused:** One of the objectives of the program as a whole is to assist in the professionalism of call center jobs. This leads to greater retention as reps change their thinking from a transitional job to a career destination. One client is already experiencing a 30% decrease in turnover as a result of ICMI agent training!
- ∞ **Application-Oriented:** Transform knowledge into action using the practice exercises, job aids and coaching toolkits that accompany each unit.



- ∞ **Integration:** This training complements ICMI's management training. Representatives are exposed to the principles taught in other ICMI courses.
- ∞ **Optional Certification:** Test the knowledge of your representatives and include ICMI's Certification of Excellence. After each unit of training, representatives complete a Web-based test to demonstrate their knowledge. Certification is awarded after all unit tests have been passed. Certification is a great way to recognize the many skills and knowledge required to be outstanding in customer care.

Seminar Materials

For each section of training, ICMI will provide:

- ∞ Participant workbooks (1 per participant)
- ∞ Job aids (1 per participant)
- ∞ Coaching toolkit, to reinforce the training

Program Outline:

The Dynamic Call Center

Module 1: What Is a Call Center?

Module 2: Terms and Acronyms Part 1

Module 3: Terms and Acronyms Part 2

Module 4: Measuring the Call Center's Success

Module 5: Measuring Your Success

Managing Customer Contacts with Quality

(Available in customer service, sales and tech support versions)

Module 1: Courtesies, Etiquette and Positive Language

Module 2: Greeting and the Impact of Tone

Module 3: Listening Effectively

Module 4: Controlling the Call

Module 5: Presenting the Solution

It's All About the Customer

Module 1: Your Customers' Expectations

Module 2: The Value of Customer Satisfaction

Module 3: The Impact of Queues

Module 4: How Call Centers Operate

Module 5: Your Impact on Accessibility and Customer Satisfaction

Managing Difficult Customer Contacts

Module 1: Who Are Difficult Customers?

Module 2: Key Considerations

Module 3: Saying "Yes" to Difficult Customers



Module 4: Saying "No" To Difficult Customers
Module 5: Managing Stress

Connecting with Customers through Email

Module 1: Email Framework

Module 2: Email Interpretation

Module 3: Service skills for Email

Module 4: Content and Tone Guidelines

Module 5: Grammar Skills and Netiquette

Optional Topics (each one day in length):

Proven Inbound Sales Techniques

Module 1: Relationship-Driven Sales

Module 2: The Psychology of Buying

Module 3: Effective Questioning

Module 4: Handling Objections and Closing the Sale

Module 5: Upselling and Cross-selling

DISC behavioral styles training