

# TELEPHONIC SERVICE EXCELLENCE

## Exceptional Telephone Communication for Business Success

Non-Credit Bearing

***Speak professionally, listen actively, serve exceptionally - from first hello to final goodbye***

A ringing phone is more than just a call - it's a chance to shape your organisation's reputation. Every conversation matters.

This course provides practical, confidence-building skills for anyone who interacts with customers over the phone. With a focus on professionalism, empathy and clarity, you will learn how to create excellent experiences, even in the face of complaints or difficult conversations.

From tone and etiquette to handling challenging calls, our programme will help you enhance the caller's experience and build your confidence in managing calls with poise, purpose, and warmth.

### **WHO SHOULD ATTEND**

- Receptionists and front-line staff
- Call centre and customer service agents
- Office administrators and support staff
- Sales or client service teams
- Anyone who communicates with clients by phone

### **HOW YOU WILL BENEFIT**

- Use professional telephone etiquette to create positive impressions
- Develop a confident, clear speaking voice that conveys helpfulness
- Respect and listen to your customers, dealing with them in a responsive and supportive manner
- Respond calmly and constructively to complaints and difficult callers
- Build resilience and confidence to handle any call with ease
- Enhance your organisation's image through exceptional phone service

**continued...**

*One-day course 08:30 - 16:00*

*Tel: (031) 267 1229*

*[sales@kznbtcc.co.za](mailto:sales@kznbtcc.co.za) / [www.kznbusinessstraining.co.za](http://www.kznbusinessstraining.co.za)*

## **WHAT WILL BE COVERED**

### **The essentials of professional phone communication**

- Understanding the purpose and impact of phone etiquette
- The 7 C's of effective communication
- Telephone do's and don'ts for creating strong impressions
- Using key phrases and words to convey professionalism

### **Creating a positive customer experience**

- What customers expect when they call - and how to meet those expectations
- Techniques for speaking clearly, with confidence and warmth
- Using tone, pace, and pitch to build rapport over the phone
- The link between body language and vocal tone

### **Listening with empathy and clarity**

- Common listening pitfalls and how to avoid them
- Active listening: responding, paraphrasing, and clarifying
- Asking the right questions to uncover caller needs
- Demonstrating empathy and managing your own emotional reactions

### **Handling calls with confidence**

- Processing incoming and outgoing calls professionally
- Transferring calls smoothly and managing hold times
- Leaving and taking messages effectively
- Projecting a helpful, responsive attitude on every call

### **Dealing with difficult calls and complaints**

- Understanding that conflict isn't personal
- Responding to disappointment and frustration with empathy
- Using a problem-solving approach to de-escalate situations
- Remaining calm and constructive under pressure

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