



EFFECTIVE COMMUNICATION



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Customer care

Customer care

Is the service given to the client before, during and after buying a given product or service

OR

Is a way of dealing with customers when they interact with your brand, products, or services to keep them happy and satisfied

Customer Care Representative (CCR)

These individuals are frontline employees who primarily interact with customers to address their inquiries, concerns, and complaints, often through phone, chat, or email. CCRs are responsible for providing customer service and support, resolving issues, and ensuring customer



Roles of a Customer Support representative

Here are the key roles of a customer support representative, briefly explained:

1. **Handling Customer Inquiries:**
Respond to customer questions via phone, chat, or email and provide accurate information about products or services.
2. **Resolving Issues:**
Troubleshoot problems and offer timely solutions to ensure customer satisfaction.
3. **Providing Product Knowledge:**
Stay informed about company offerings to help customers make informed decisions or resolve technical issues.
4. **Escalating Complex Cases:**
Refer unresolved or sensitive issues to the appropriate department for further handling.
5. **Documenting Interactions:**
Log all customer interactions accurately for future reference and quality tracking.
6. **Following Up:**
Ensure any unresolved issues are followed up on until completion to guarantee customer satisfaction.
7. **Promoting Self-Service Options:**
Encourage use of tools like apps or USSD codes, apps to help customers handle simple tasks independently.

Three Key Elements

A Definition of Service How a business defines customer service shapes every customer interaction. Limited definitions of service that only focus on revenue growth miss the overall point of customer service. Instead, customer service definitions should provide a clear direction for every representative to address customer needs as much as possible and bring the vision of an amazing customer experience to life. After all, a happy customer will continue to be a buying—and returning—customer. A great definition of service is:

- ✓ Easy to understand
- ✓ Customer-centric
- ✓ Authentic

A Clear Understanding of the Customer Customers, buyers, and clients want to feel valued and cared for. They also need someone to understand their needs and answer their questions. Therefore, great customer service starts with the ability to listen to the customer and find out what they really need. Additionally, businesses should identify and provide key pieces of customer information including:

- ✓ What motivates them to make a purchase/decision
- ✓ What are the details of their relationship/history with the company
- ✓ What they expect from the company the employees.

A Customer-Friendly Approach One commonality among all companies or organizations that provide good service is the development of a system and attitude that promotes customer-friendly service. Two critical qualities to a “customer-friendly” approach are:

- ✓ Communications
- ✓ Relationships



7cs of effective communication

- ❖ Clear
- ❖ Concise
- ❖ Concrete
- ❖ Correct
- ❖ Coherent
- ❖ Complete
- ❖ Courteous



Clear

(Clarity) Be clear about the goal of your message and the purpose of the message.

Present one idea at a time making it easier for the recipient to understand.

Don't leave them guessing what the message is about and having to fill in the gaps themselves.

Set a goal or outcome for what you want to communicate and work towards that.



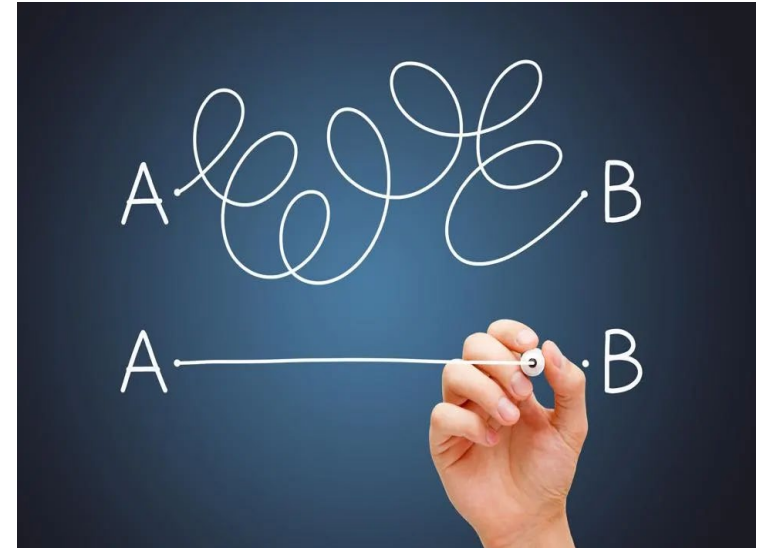
Concise

(Conciseness) Keep to the point and keep it short and simple.

Don't use unnecessary words (use two words where one will do or 6 sentences when 3 will do).

Don't repeat the same point in different ways.

This will also make any communication more engaging and easier to understand.



Concrete

(Concreteness) Be clear, not fuzzy.

Ensure there is enough detail to get the message across but not too much so that the recipient will be lost and that the message is factual.

Adding too much 'noise' around your main points can mean these are missed. Make sure your main points and any conclusions are clear to the recipient.



Correct

(Correctness) Check the information you are providing is accurate and, in written communication, ensure it is free from grammatical and spelling errors.

Check the technical parts of your content are understandable by the person receiving the information.

Preparation will help here to make sure you can be sure about what you are communicating or a chance to read what you have written.



Coherent

Make sure your message flows well and is laid out logically.

The points you make should all be linked to the main topic and should help you to deliver the objective you originally set out to achieve.

Make sure the tone of the message is the same throughout.

Consider using a structure for your communication to help here.



Complete

(Completeness) Ensure the recipient has everything they need to understand your message and take action if needed.

If action is needed, ensure your message includes a 'call to action'.

Also, ensure that any specific details are clear and included.

Don't leave the recipient with lots of questions to ask.



Courteous

(Courtesy) Your message should be polite, friendly, professional, open and honest.

Think about your message from the recipient's point of view and you are empathetic towards their needs.

This will help you to deliver the message in a way that's easy to understand and buy into.

Also, communicating to or writing for the reader can make your

By following the 7 Cs of communication you should find the messages you are delivering much more effective.






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