

## MANAGEMENT DEVELOPMENT PROGRAMMES

### CUSTOMER SERVICE

Course Title	: <b>EFFECTIVE CLIENT COMMUNICATION</b>
Course Code	: CS: ECC
Course Overview	: Good speaking is a pre-requisite for any form of business communication. It involves not only proficiency in the language and the use of appropriate words and tone of voice, but also the projection of the correct customer service message and corporate image of the organisation. The contents in this course will enable the participants to focus on the correct use of language in business communication, both in face-to-face communication as well as over the phone communication. There will be role-plays and exercise to reinforce the use of appropriate language in situations.
Target Audience	: Personnel who are involved in Public Relations, Customer Relations and Business Negotiations.
Selected Session Topics	: <ul style="list-style-type: none"> <li>- <b>Introduction</b> <ul style="list-style-type: none"> <li>• Understanding the communication process</li> <li>• Use of proper tone of voice, over the telephone and in handling customers' concerns</li> <li>• Obstacles to good speaking and how to overcome them</li> </ul> </li> <li>- <b>Effective Verbal Communication</b> <ul style="list-style-type: none"> <li>• The importance of proper pronunciation</li> <li>• Fluency, pauses and common grammatical errors</li> </ul> </li> <li>- <b>Skills for Effective Listening</b> <ul style="list-style-type: none"> <li>• Tips to effective listening and skills on active Listening</li> </ul> </li> <li>- <b>Skills for Handling Customers' Concerns</b> <ul style="list-style-type: none"> <li>• Handling difficult / irate customers</li> <li>• Understanding types of customers</li> </ul> </li> </ul>
Key Take-Away	: <ul style="list-style-type: none"> <li>- Understand the importance and use of the correct tone of voice.</li> <li>- Practise good customer relations skills, including telephone skills.</li> <li>- Understand the importance of proper pronunciation and diction.</li> <li>- Practise effective speaking and listening skills.</li> </ul>

