



# Telephone Skills Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

**Our Telephone Skills course has been designed to give you the skills you need to effectively deal with customers on the telephone and to improve the impact and efficiency of your customer interactions. The course will also look at the challenges you might face and how you can deal with difficult calls.**

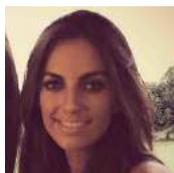
This one-day course focuses on handling customer service and support calls. At the end of the course you will have gained an understanding of important telephone techniques along with the confidence to handle difficult situations.

During the course you will analyse the **essential ingredients of presenting a professional image** i.e. Attitude and Behaviour. The course also covers how to best use your communication skills to **understand customers better and to make the most of each interaction with the customer**. It also looks at the challenges you might face and how you can deal with difficult situations when they arise.

All of our training sessions are **highly interactive** and include facilitated discussions, group workshop activities, case study and role play exercises.

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

Dearbhla Casey, HR Manager, Irish Country Meats



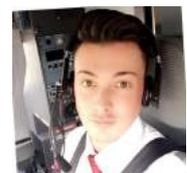
*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

Aoife O'Rourke, Key Account Manager, Tool & Plastic



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

Jonathan Latimer, Fleet Training Instructor, City Jet





# Why Choose Our Telephone Skills Course

DCM Learning's Telephone Skills course focuses on handling customer service and support calls. At the end of the course learners will have gained an understanding of important telephone techniques along with the confidence to handle difficult situations.

## Specific reasons to choose this course:



**Experienced:** We have trained over 231 individuals successfully in Telephone Skills over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered the Telephone Skills programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





# Telephone Skills Course Outline

## COURSE OVERVIEW

This one-day course focuses on handling customer service and support calls. At the end of the course learners will have gained an understanding of important telephone techniques along with the confidence to handle difficult situations.

During the course learners, will analyse the essential ingredients of presenting a professional image i.e. Attitude and Behaviour. The course also covers how to best use their communication skills to understand customers better and to make the most of each interaction with the customer.

Finally, the course looks at the challenges learners might face and how they can deal with difficult situations when they arise.

## LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Understand the key etiquette needed for communication over the phone
- Understand what customers expect and why they behave certain ways
- Use their communication skills effectively to make the most of each interaction
- Listen effectively and have a polished conversation
- Ask the right questions and solve problems quickly and effectively
- Have a step-by-step approach to handling difficult situations with confidence

Below you will find a proposed course outline detailing all the topics covered on the training programme.



# Course Content

## TOPIC 1: WHY & HOW WE NEED TO TAKE THE CUSTOMER EXPERIENCE TO THE NEXT LEVEL

- Understanding our customers - what do they expect?
- How to engage, empathise and build rapport
- Measuring customer satisfaction - interpreting responses, language and tone

## TOPIC 2: ESSENTIAL TELEPHONE COMMUNICATION SKILLS

- Self-assessment of your own style - the associated strengths and weaknesses
- Points of difference, telephone v face-to-face
- Barriers to effective communication
- Phraseology & language - using assertive, jargon-free positive language
- Use of questioning - closed / open / probing / funneling questions.
- Active Listening - listening versus hearing
- Highlighting personal areas for improvement and setting SMART goals to address them

## TOPIC 3: CALL MANAGEMENT

- Telephone techniques - opening calls / bridging gaps in conversation / managing the conversation / closing calls smoothly
- Mastering the basics of holding and transferring calls efficiently
- Leaving voicemails

## TOPIC 4: DEALING WITH CHALLENGING BEHAVIOUR

- Understanding of what causes customers to be demanding/difficult
- Engaging the 'professional brain' instead of the emotional, reactive brain
- Handling criticism, put-downs, arrogance, persistence or patronising behaviours



## Ann O'Brien

### Training Associate

Ann O'Brien is among Ireland's most experienced and successful trainers in Customer Care and Communication Techniques. She has over fifteen years of involvement with some of Ireland's largest and most dynamic companies.

Ann had a pioneering role in the formation and successful development of Banking 365, Bank of Ireland's award-winning telephone banking service, which registered 98% satisfaction rating within one year.

Extensive group participation, team building and motivational exercises are central to all of Ann's training programmes. While providing highly effective customer care training, Ann simultaneously motivates learners and gives them a renewed sense of confidence and pride in their new roles.

Some of Ann's achievements include:

- Played an instrumental role in Banking 365 winning the following accolades at the Irish Call Centre of the Year Awards over the years including Best Customer Service Delivery (twice) and Call Centre of the Year
- Programme Coordinator, Irish Management Institute
- Diploma in Management, Irish Management Institute

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*"Ann O' Brien is a wonderful, experienced, sincere and motivating trainer. Honestly I couldn't say enough good things about her. She had the whole group engaged from her very first sentence and used the information I had given her so well."*

Sarah Hamilton Young, Customer Service Manager, Xtratherm

**Xtratherm**  
More than insulation



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need Telephone Skills training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

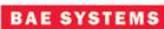
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

#### **DUBLIN**

-  01 5241338
-  [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
-  Guinness Enterprise  
Centre

#### **CORK**

-  021 2429691
-  [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
-  Atrium Business Centre  
Blackpool Business Park

#### **DROGHEDA**

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