

## PROFESSIONAL PHONE SKILLS TO IMPROVE CUSTOMER ENGAGEMENT

*“Master the art of engaging, professional, and customer-focused phone interactions.”*

### Schedule

Date	Venue	Fees
08 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Phone interactions remain a critical touchpoint for customer satisfaction and loyalty. This one-day online training equips participants with the essential phone skills needed to communicate clearly, listen actively, handle inquiries professionally, and build strong customer connections — all while representing their organization’s brand with excellence.

### Objectives

By the end of this course, participants will be able to:

- Apply professional phone etiquette and tone
- Listen actively to understand customer needs
- Communicate clearly and confidently over the phone
- Manage difficult calls and resolve issues calmly
- Enhance customer engagement and satisfaction during every call

## Why Attend

- **Sharpen Communication Skills:** Gain practical tips for clear, effective phone conversations
- **Enhance Customer Engagement:** Build rapport that strengthens customer relationships
- **Handle Challenges Smoothly:** Manage difficult customers with professionalism and care
- **Represent Your Brand Confidently:** Ensure every call reinforces your company's reputation
- **Improve Call Outcomes:** Increase the chances of positive resolutions and customer loyalty

## Target Audience

This program is designed for:

- Customer service and support representatives
- Call center agents and telephone-based sales staff
- Administrative staff handling client calls
- Team leaders and supervisors overseeing phone teams
- Anyone seeking to improve their professional phone presence

## Individual Benefits

Key competencies that will be developed include:

- Professional phone etiquette and courtesy
- Active listening and questioning skills
- Managing emotions and staying calm under pressure
- Conflict resolution and de-escalation techniques
- Personal confidence in managing customer conversations

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer satisfaction scores
- Stronger, more consistent customer interactions
- Reduced complaints from miscommunication
- Enhanced team professionalism on the phone
- Better alignment with organizational service standards

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- **Interactive Lectures** – Clear guidance on best practices
- **Role-Playing Exercises** – Practice real call scenarios
- **Group Discussions** – Share insights and solutions
- **Listening Exercises** – Develop stronger comprehension
- **Action Planning** – Identify key personal takeaways

## Course Outline

**Training Hours:** 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Mastering professional greetings and introductions
- Using tone, pace, and language effectively
- Listening to understand, not just to respond
- Asking the right questions to clarify needs
- Handling complaints and difficult calls with composure
- Leaving a positive final impression

## Certification

Participants will receive a Certificate of Completion in Professional Phone Skills, recognizing their readiness to deliver exceptional phone-based customer service.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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