

# TELEPHONE TECHNIQUES & ETIQUETTES FOR CALL CENTRE PROFESSIONALS

*“Enhance Communication Skills, Build Customer Trust, and Deliver Exceptional Service Over the Phone.”*

## Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

## Introduction

In call centers, the telephone is the primary tool for communication, and every call impacts customer perception, satisfaction, and loyalty. Mastering telephone techniques and professional etiquette is crucial for delivering consistent, high-quality service.

The Telephone Techniques & Etiquettes for Call Centre Professionals course equips participants with practical skills to communicate effectively, handle customer queries and complaints professionally, and create positive customer experiences. Participants will learn to maintain clarity, courtesy, and confidence in every interaction.

## Objectives

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

- Understand the principles of effective telephone communication.
- Apply professional etiquette in all customer interactions.
- Develop clear, concise, and confident speaking skills.
- Handle difficult calls, complaints, and objections with professionalism.
- Improve active listening and empathy to understand customer needs.
- Manage call flow and time efficiently to maximize productivity.
- Use positive language and tone to influence customer perception.
- Enhance overall customer satisfaction and loyalty through effective communication.

## Why Attend

Customer experience is often defined by the quality of telephone interactions. This course provides practical strategies, exercises, and real-world scenarios to help call center professionals enhance communication skills, improve customer satisfaction, and contribute to organizational success.

## Target Audience

This course is suitable for:

- Call Center Executives and Agents
- Customer Service Representatives
- Telemarketing and Sales Professionals
- Support and Helpdesk Staff
- Team Leaders and Supervisors in Customer Service
- Anyone interacting with customers over the phone professionally

## Individual Benefits

- Gain confidence in handling all types of customer calls.
- Develop professional speaking and listening skills.
- Learn techniques to handle complaints and objections effectively.
- Enhance customer engagement and relationship-building capabilities.
- Improve productivity and efficiency in call handling.
- Strengthen professional credibility and communication proficiency.

## Organizational Benefits

- Increase overall customer satisfaction and loyalty.
- Improve first-call resolution and reduce escalations.
- Enhance team performance and communication standards.
- Ensure consistent service quality and professional etiquette across teams.
- Strengthen brand reputation through excellent customer interactions.
- Reduce training gaps and boost employee effectiveness in call handling.

## Instructional Methodology

The training employs an interactive, practical approach through:

- Role-playing exercises for real-world call scenarios
- Workshops on active listening, tone, and professional language
- Techniques for handling complaints, objections, and difficult customers
- Exercises to improve call efficiency and time management
- Group discussions and peer feedback on communication skills
- Simulations of inbound and outbound calls for practice
- Continuous guidance, Q&A sessions, and instructor coaching

## Course Outline

- Module 1: Introduction to Effective Telephone Communication
- Module 2: Principles of Professional Telephone Etiquette
- Module 3: Active Listening and Customer Understanding
- Module 4: Voice Modulation, Tone, and Clarity
- Module 5: Handling Difficult Calls and Complaints Professionally
- Module 6: Using Positive Language and Influencing Customer Perception
- Module 7: Time Management and Call Efficiency Techniques
- Module 8: Sales and Service Calls – Best Practices
- Module 9: CRM Tools and Documentation for Call Management
- Module 10: Capstone Exercise – Role-Play of Realistic Call Center Scenarios

## Certification

Upon successful completion, participants will receive a Certificate in Telephone Techniques & Etiquettes for Call Centre Professionals, recognizing their ability to communicate effectively, maintain professional etiquette, and enhance customer satisfaction in call center operations.

## 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.

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