



# Win Customers through Effective Communication

Clarity | Impact | Credibility

April 17, 2019 | Marriott Hotel - Karachi | 9:30 am to 5:00 pm

## Program Overview

Communication is the single most important skill anyone needs to master – it has actually been stated that 80% of our success in life is directly linked to our skills in communication. According to research, the development of a greater understanding and application of communication at all levels has a direct correlation with the standard of customer service and levels of performance achieved by the organization. Effective communication creates customer loyalty and can drive a business forward, whilst substandard communication can seriously alienate customers and market standing.

The intensive workshop addresses all aspects of communication with internal and external customer and will equip participants with a versatile toolkit to apply in every customer interaction.

## Key Benefits

Through a blend of discussions, activities, role plays, video reviews and case studies, participants will:

- **Recognise** the principles of persuasion in customer communication
- **Understand** the importance of effective communication at every customer touch point
- **Identify** and be able to increase empathy in customer interaction
- **Recognise** and be able to eliminate the barriers to customer communication
- **Be able** to make a strong first impression in every communication type
- **Be aware** of body language and voice usage in customer service
- **Appreciate** the Power of Language and Plain English for impactful customer interaction
- **Apply** useful models for dealing with complaints and dissatisfied customers
- **Develop** the ability to deal effectively with conflict and difficult situations
- **Appreciate** the protocols and expectations of communication by social media
- **Generate** a bank of useful words and phrases for customer communication

## Who Should Attend?

Professionals who work with internal and external customers and wish to improve their skills to deliver an enhanced customer experience and increase customer loyalty

Course Facilitator:

**Catherine Bentley**

Director Marketing & Communication  
PowerBase Consulting -Dubai



- Masters' Degree in English Language (University of Edinburgh, UK)
- Diploma in Marketing – Chartered Institute of Marketing – UK
- Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator
- 16 years' business management experience within UK Financial Services Industry – including Royal & Sun Alliance, MBNA International Bank, Royal Bank of Scotland

Since 2004 Catherine has been based in the UAE and has applied her commercial experience to facilitating diverse, multi-cultural teams across geographical locations in the setting and achievement of first-class customer service and communication standards.

Catherine works both with individuals and groups to develop confidence in communication, which she believes allows latent talent and potential to shine through and enhances customer experience and brand credibility.

Having an extensive experience in customer services, she was responsible for setting and management of service standards for insurance company, call center and incident management operations. She has also developed and delivered customer service training programmes for major healthcare, hospitality and retail organizations in the Middle East and Asia.

Her mantra is "Success lies simply in being the very best that you can be" and this positive energy runs through her coaching and training programmes.

### What Past Participants have said about Catherine

“Catherine is an energetic and focused trainer with good command on the subject.”

- Jibrán Khan, Senior Officer, Central Depository Company

“Thanks to Catherine for visiting Pakistan and delivering such a great training”

- Tahir Shafiq, Supply Chain Manager, The Coca-Cola Company

### Organisations benefited from Catherine Bentley's training & coaching



For Registration & Details:

Karachi: 021-34536306, 34547141, 34520093

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara

Octara is Marketing Affiliate to SweetmanCragun, USA & Blue Ocean Strategy Center, Malaysia



# Win Customers through Effective Communication

Clarity | Impact | Credibility

April 17, 2019 | Marriott Hotel - Karachi | 9:30 am to 5:00 pm

## Course Agenda

### Introduction - Building a Foundation

- The importance of communication and its impact on relationships and customer experience
- Identifying Customer Touchpoints and communication opportunities
- Communication Channel Selection
- Effective vs ineffective customer communication
- Barriers to Communication and Customer Service
- Emotional Intelligence for Customer Service
- The HEART of Customer Communication
  - Honour
  - Empathise
  - Appreciation
  - Respect
  - Trust

### Forms of Communication

- Verbal • Non verbal • Written Communication

### Verbal Communication

- Communication model
- Connecting In Person
- Effective telephone communication
- Interpersonal communication – 2-way process
- Importance of listening skills
- Providing and receiving feedback
- Questioning techniques to increase customer understanding

### Creating Value in Conversations

- Building rapport and relationships via strong communication
- Influencing others

### Listening

- The Five Levels of Listening
- Identifying barriers to listening to the customer
- Developing effective Listening Skills

### Non -Verbal Communication

- The power of body language
- Being aware of what message your body language is sending
- Use of voice – tone/ stress and intonation/ volume
- Reading the customer's body language
- Types of non-verbal communication
- Improving non-verbal communication

### Written Communication

- Why business correspondence often fails
- The tactics of rhetoric
- How these are applied to business writing
- Purposes and templates of customer letters
- Customer emails – structure, language and style

### Handling Dissatisfied Customers

- Accepting / Rejecting Complaints
- Types of Complaints
- Scripts and templates for successful complaint handling
- 7-Stage Model

### Managing Social Media

- Importance of Social Media Channels
- Social Media at Customer Touchpoints
- Protocols and models for effective customer communication via social media

### Customer Feedback for Business Growth

- Developing a positive, effective customer feedback channel

### Summary

- Personal action planning

## INVESTMENT

PKR **32,500**+SST  
Per Participant

Group Discount is Available

### FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

Send your cheque in favor of Octara Private Limited  
To: Umair Tariq, Admin & Accounts Executive  
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34520708, Cell: 0302-4599773

### Bring this program **In-house** at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings & avoiding pitfalls.  
Please contact **Naveed Rahim** at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com)  
or call at **0334-3082767**



*Helping You Succeed!*

For Details: Karachi: 021-34520093, 34547141, 34520708

✉ [info@octara.com](mailto:info@octara.com) 🌐 [www.octara.com](http://www.octara.com) 📱 [teamoctara](https://www.facebook.com/teamoctara) 📺 [teamoctara](https://www.youtube.com/teamoctara) 📺 [octaratraining](https://www.youtube.com/octaratraining)