

# Communicating Effectively with Customers

*A skills-intensive course on how to analyse your customers and respond effectively through oral and written communication. This is an advanced course for customer relations officers who have to manage customer complaints orally and in written communication. Participants will learn how to analyse different audiences, read between the lines, establish rapport through the message and communicate company's policies without being defensive.*

## YOU WILL LEARN

- Analyse the audience and the situation
- Express your ideas clearly, concisely and coherently
- Present information persuasively and politely
- Handle inter-cultural differences sensitively
- Stay customer-focused and handle problems and complaints
- Control your emotions, abilities and attitudes to influence the actions and decisions of your internal and external customers
- Handle the telephone professionally

## COURSE HIGHLIGHTS

1. Understanding the Communication Process
2. Appreciating the Difference between Oral and Written Communication
3. Appreciating Inter-Cultural Differences
4. Assessing the Situation and the Reader
5. Identify the Objectives of the Letter
6. Organising the Message
7. Expressing Ideas Politely
8. Establishing a Personal Rapport with the Reader
9. Presenting a Professional Image

## DURATION

2 days