

Agent Training Workshops

With the ever changing contact centre industry being what it is, we have a running battle to keep ourselves and our agents up to date with technology and skill, and as the Forum, we believe it is our responsibility to keep our members up-to-date with both.

Considering that agents make up a large percentage of the contact centre workforce, it is the second of these skill sets that we are going to put a new focus on. With that in mind, we have designed and built a full range training prospectus for front-line agents. With the needs of our members at the forefront of everything we do, the prospectus will focus on two areas.

Firstly, with such a large percentage of the industry being made up from the agent population, members told us that building a set of operational skills that can be utilised across all areas was a massive want so we will be delivering workshops on sales and customer service, multi-channel communication, time management and dealing with difficult calls as a starting point.

Secondly, in the management arena, we will deliver sessions on creating a high performing culture, mentoring, moving into management and much more.

We will also be delivering a Train the Trainer course which will be open to all levels.

The overall aim of the prospectus is to increase and refine skill sets across the industry, to create a pride in the job mentality and an industry that people will want to belong to.

HONE AGENT SKILLS WORKSHOPS

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Train your agents to be the best they can be

For the north West region, contact
info@callnorthwest.org.uk



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2019 Training Workshops

Trainers

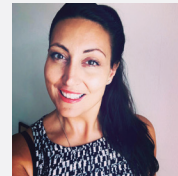
Stuart Pearce

Stuart is highly experienced in the training and coaching environment, having worked with teams across the globe. He is the author of *The Telesales Handbook* and *Life on the Phone*. He was voted 7th in the *Global Best Respected* in the *Call Centre Awards* and he is regularly asked to write and speak on the topic of training and coaching.



Emma Broughan

Emma is a highly experienced performance coach. She is also a sought after vocal coach, having worked on the BBC1 program *Just the Two of Us*. It's a skill she regularly uses in training sessions. She has trained and coached global teams and knows exactly how to deliver exciting training sessions that make a difference.



Book your spaces today

Aimed primarily at front-line agents, the overall aim of the prospectus is to increase and refine skill sets across the industry, to create a pride in the job mentality, and an industry that people will want to belong to.

Talk to us today for more information about how you can make your agents the best they can be.

£299+VAT per workshop

Host a Workshop to get a free space.

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Talk to us also about our *ILM Team Leader Development Programme* and *Team Leader Development Series* to help Team Leaders focus on how they can be both more effective and productive in their role, leading their teams to be the best they can be.





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Build an Effective Operational Skill Set

IMPROVE YOUR PERFORMANCE

FOR AGENTS Building a solid and effective set of 'operational' skills is both beneficial to the customer, the business and the advisor. Taking a 'back to basics' approach this session teaches advisors how to be the best version of themselves, to take pride in your job and the skills they need to achieve that.

- > Consistency is the key
- > An understanding of the sales process
- > Selling skills
- > Positive habits and Goal setting
- > A structured approach.

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31 October 2019 in Manchester

Using Your Voice for Your Success

USING YOUR VOICE EFFECTIVELY FOR THE BEST RESULTS

FOR AGENTS Even with today's multi-channel contact centre, a large portion of time is still spent on the telephone. It therefore follows that correctly utilising the voice is vitally important. The aim of the session is to teach the benefit of clear and concise speech, positive language and looking after the voice and how that impacts on the customer.

- > Learn about pitch, pace, tone and how that can affect the customer's response.
- > Learn how to take care of your voice.
- > How to identify vocal challenges.
- > How your voice is perceived by the customer.

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Dealing with Difficult Customers

THE POSITIVE PLEASURE TO HELP

FOR AGENTS The future of customer service will be dictated by how we manage our customers. In the current climate, customers are much more astute in terms of what they want and expect. There will always be difficult calls and situations and in this session, advisers will understand how to effectively handle such calls which will in turn have a positive effect on morale and the bottom line.

- > Understand how to handle these calls in a positive manner.
- > How to turn them to your advantage and learn from them.
- > How handling the call correctly helps with customer retention.
- > Listening skills and positive language

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The Customer Journey. Why it Matters

...AND YOUR IMPACT IN DELIVERING IT

FOR AGENTS Surveys have shown that the service you provide and how you provide it is now much more prominent in the mind of the customer, often taking priority over cost. It therefore stands that, creating a great customer journey has become paramount. They expect a journey that is fluid and without incident and making sure that this is what you deliver is what this session establishes and encourages.

- > Learn to listen to what works for the customer
- > The art of communication
- > How to summarise, reflect and evaluate
- > Positive language
- > Being customer focused and the benefit to both sides

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What is Multi Channel?

THE SKILLS REQUIRED TO DELIVER THE NEW SERVICE

FOR AGENTS Modern environments dictate that customers have a choice in the way they contact you and consequently, how you respond. The decision is in how we respond and how that is perceived and consequently the effectiveness of our communications.

- > Understand which customers would use which channel.
- > The correct language to use for email/webchat/facebook etc.
- > Why selecting the right response is important.
- > How to make multi-channel part of the customer journey.

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Time Management as a Skill

THE BENEFITS OF TIME MANAGEMENT

FOR AGENTS With many contact centres being multi-channel, the need to be efficient is paramount and effective time management will provide a platform by which to achieve proficient working practices.

- > How to write an effective list that you can follow
- > How to prioritise
- > Diary Management
- > Setting targets/goals
- > Visualising

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Knowledge is Power

TRAIN THE TRAINER

FOR TEAM LEADERS To improve we need to learn, but to learn we need someone to show us how. Being able give others information and skills in a way that they will not only understand it but learn from it and implement it is a vital part of advisor development.

- › Learn how to research the right content
- › Learn how to break it down so that others can understand it.
- › Learn how to design and deliver a training session
- › Learn about human nature and how it affects training delivery
- › Learn how to 'work a room'

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Presentation Skills

A KEY PLAN TO GIVE YOU THE CONFIDENCE TO PRESENT IN ANY SITUATION

FOR TEAM LEADERS Knowing how to present yourself in any given situation is a skill, whether it's presenting a good image to the customer whilst on the telephone, in an interview for your next promotion or when you're chairing a meeting. You need to be clear, concise and engaging.

- › Learn how to give an effective presentation
- › How to deliver content for the best effect
- › How presentations differ depending on your audience
- › How to structure your presentation
- › Presenting for 1-2-1, interview, groups etc.

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No Train, No Gain

COACHING VERSES TRAINING

FOR TEAM LEADERS Providing advisors the opportunity to improve and evolve is key to not only their personal development, but also to the bottom line of the contact centre. Using the right form of development, either training or coaching, can make a massive difference.

- › Which to use and when – coaching or training
- › Establishing learning styles
- › Understanding therapeutic work practice
- › Developing and understanding working relationships
- › Response and react
- › A structured approach to both coaching and training

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Contact us for more information

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