

*When something can be read without effort or frustration,
great effort has gone into its writing.*

Enriqul Poncela

The number of email interactions between your customers and your employees is increasing every day. Are you satisfied that your commitment to customer service is being clearly expressed in every one of those emails?

Email Correspondence for Customer Service Representatives, provides individuals with the skills and strategies needed to transfer their service skills to their email correspondence, ensuring your organization's commitment to service is communicated.

PROGRAM GOAL

- Learn skills and strategies for composing customer-friendly emails.

PROGRAM LEARNING OBJECTIVES

Module One: The Customer-Friendly Email

- Learn the Five Key Service Expectations
- Incorporate the Customer Connection Model into all of your email correspondence

Module Two: Managing the Email Interaction

- Learn email etiquette
- Integrate customer-friendly words
- Practice composing emails designed to:
 - Build rapport
 - Leave the customer with a positive impression

PROGRAM SPECIFICS

Audience:	All associates with email responsibilities
Length:	Four hours
Format:	Workshop environment with discussion and skill practice
Class size:	Up to 12 participants per session

Enhancing the Customer Connection

TESTIMONIALS

"Thanks for making the program insightful and fun. My email correspondence will never be the same again."

CSR, QVC Shopping Network

"The connecting strategy will make a real difference in how I start off my emails. Thanks!"

CSR, Fraud Division, Wells Fargo



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