



nobelbiz
Contact Center Technology

LEVEL UP YOUR CSR TRAINING GAME WORKSHOP

Making a Difference by Building
Confidence and Honing Skills

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01

Introduction

- 1.1** The Importance of Good CSR Training
- 1.2** Customer Service Stats

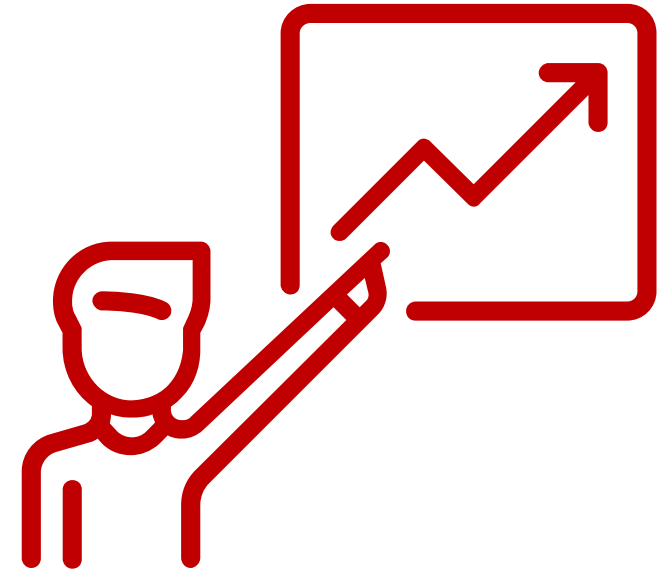
The Importance of Good CSR Training

- The level of agent expertise is reflected in the customer experience.
- Agents need want to feel comfortable and confident when interacting with clients.
- An unprepared agent workforce will lead to a negative brand perception, affecting essential KPIs such as the Net Promoter Score, and ultimately the bottom line.
- Frustrated employees will increase your agent turnover rates.



Customer Service Stats that Reflect the Importance of Quality Training

- 90% of Americans use customer service as a factor in deciding whether or not to do business with a company. ([Microsoft](#))
- If customer service is excellent, 78% of consumers will do business with a company again, even after a mistake. ([Salesforce](#))
- Customers are four times more likely to switch a competitor if the problem they're having is customer service-based. ([Bain and Co](#))
- 93% of customers are more likely to make repeat purchases with companies who offer excellent customer service. ([HubSpot](#))





02

Hiring Great CSRs

2.1 Experience & Qualifications
(The Ideal Candidate)

2.2 The Importance of the
Interview

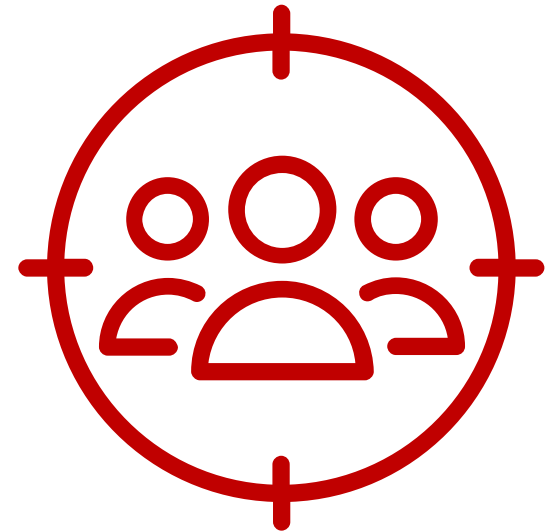
Experience & Qualifications (The Ideal Candidate)

Yes, experience is definitely important when scouting for the ideal customer service representative, especially if the job requires advanced technical expertise. However, this shouldn't be a deal breaker.

Generally speaking, it's easier to train technical expertise vs. soft skills.

The ideal CSR candidate will display:

- Emotional intelligence
- High levels of agreeableness, conscientiousness and empathy
- Adaptability
- Patience
- Active listening skills



The Importance of the Interview

Beyond the technical expertise and all the necessary bureaucratic procedures, *try to feel the candidate*. Here's what to look for during a one on one interview.

- The candidate displays emotional health: remains peaceful and positive, shows authenticity, empathy etc.
- Remains connected to the discussion
- They occasionally make pauses to think about what to say
- Can handle criticism
- Has a natural inclination to help others





03

CSR Training Psychology

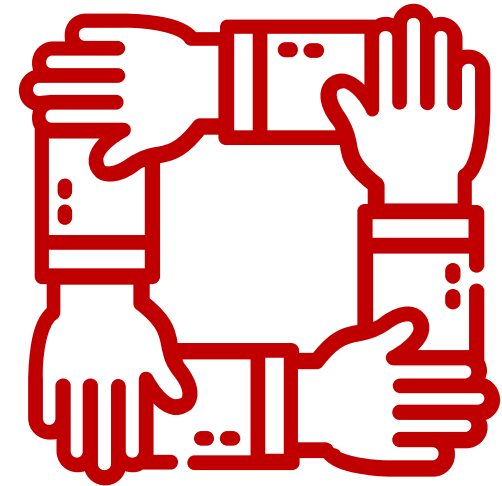
3.1 Personally Invested

3.2 The *Why* behind the *How*

Personally Invested

Agent motivation is a critical resource and the best way to stimulate it is by empowering agents and making them actual call center stakeholders.

- Make them want success by implementing a good rewards system.
- As much as possible, try not to alienate them with rigid and cold training procedures (or any type of procedures).
- Always communicate and pack the training sessions as something highly beneficial for them (because it really is).
- Create a platform where agents can submit feedback and ideas.

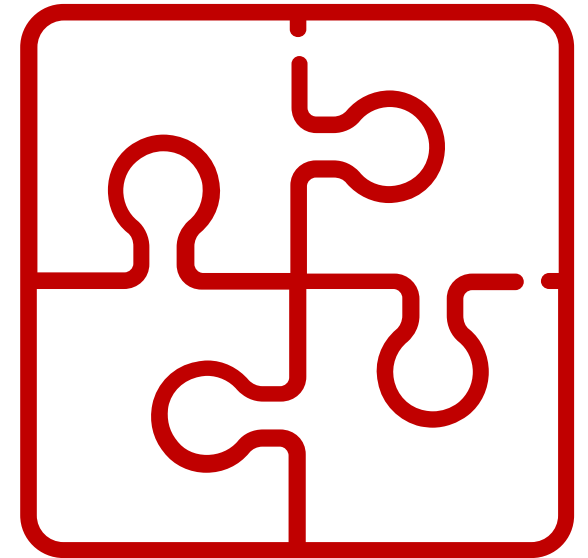


The *Why* Behind the *How*

As much as we would like to have qualified representatives ASAP, it is crucial for the agents to understand the *Why* behind the *How*.

This means tailoring your training procedures to empower your workforce. Consider including:

- CX statistics
- Monthly reports
- Client feedback (both positive and negative)





04

Types of Training

- 4.1 Onboarding
- 4.2 Tools & Technology
- 4.3 New Projects
- 4.4 Communication Skills

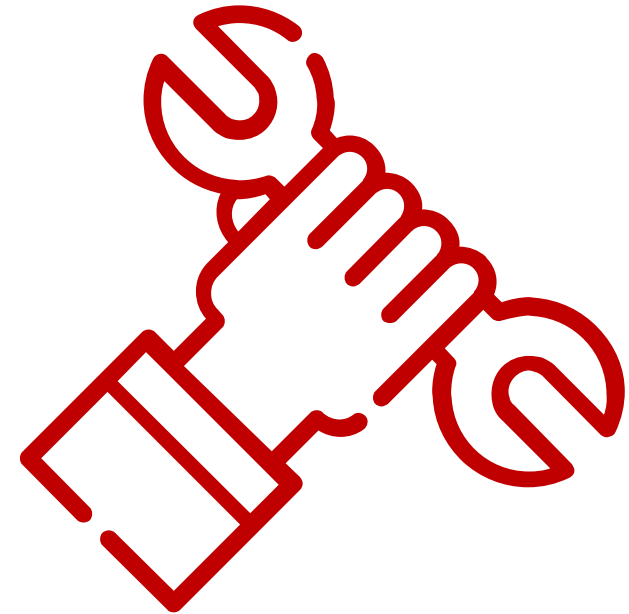
Onboarding Training

- Company values
- Familiarize with the products and projects
- Learn about the company hierarchy, policy, etc.
- Meet the team: Go out on the production floor (or the virtual meeting room if the trainee is remote)
- Implement a buddy program



Tools & Technology Training

- Build technical confidence with the tools
- Learn to navigate the communication platform & its features
- CRM & Omni-Channel Solution
- Gamification or rewards system
- You need a product master (an expert on the tools): knows everything about the solution



Training for New Projects

When the call center team is assigned a new project, all the members need to be on the same page regarding:

- The new project brief
- KPIs and expectations
- Details about the target audience
- Technical expertise



Communication Skills Training

- Over-the-phone communication:
 - voice quality (speaking clearly)
 - tone of voice
- Active listening
- Authentic rapport building
- Conflict avoidance





05

De-Escalation Techniques

5.1 Maintaining Composure

5.2 Listen Like You Mean It

5.3 Compensations

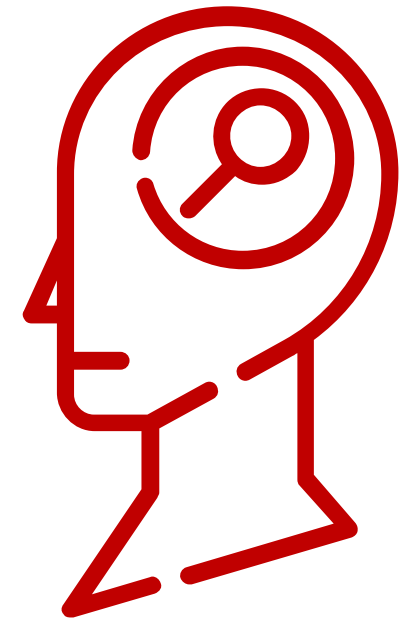
Maintaining Composure

The trick here is *not* to mirror the emotional level of the angry customer.

Try to remain calm by controlled breathing.

Breathing will physically help agents remain calm and composed in times of extreme stress, regulating the heart rate and blood pressure.

Last but not least, you want your agents to learn not to take it personally and remain professional for the duration of the interaction.



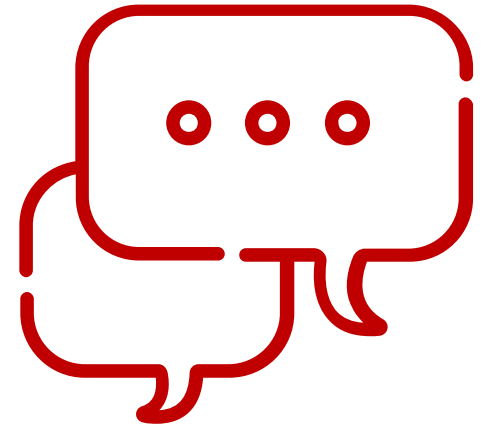
Listen Like You Mean It

The last thing an angry customer needs is to feel like he's being treated lightly. This is why agents need to listen like they mean it... This critical agent skill can be summarized in two steps:

1. Ask the right questions in an attempt to learn more about the problem.
2. Listen to the answers without interrupting the customer.

Besides getting the actual information behind the problem, at a psychological level, this simple two-step approach will automatically endear the agent to the customer.

At an unconscious level, it's really hard to be angry with someone that wants to learn more about your problem and is carefully listening to what you have to say.



Compensation Goes a Long Way

Offering compensation in the form of refunds, special promo codes or vouchers will most definitely help agents de-escalate *some* difficult interactions.

This method can work especially if the customer feels like he lost precious time or money with your service or product.

Customer service managers need to prepare beforehand a set of compensations and agents need to be aware that they can rely on this *wildcard* when dealing with difficult customers, without asking for permission.





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Thank You!

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