

A blurred photograph of a person wearing glasses, looking towards the left. The image is out of focus, with the person's face and glasses appearing as soft shapes against a light background.

Right Learning
Right Now

The **eQuality Now** Courseware



WITNESS SYSTEMS

Right Learning, Right Now

The eQuality™ Now Courseware is designed to enhance the skills of your contact center agents with targeted learning delivered right to your agents' desktop.

A series of 35 lessons in seven contact center skill tracks focuses on key contact center skills. To facilitate the demands of the contact center and optimize learning, each lesson is approximately 15 minutes in length and has been created using instructional design standards that support adult learning.

Target Audience

Participants in eQuality Now Courseware are customarily contact center agents. Though the depth and complexity of contact center duties varies, it can be assumed that most agents are responsible for high-volume telephone duties, data retrieval and data entry, and some type of immediate response to requests from customers. It is important that agents interact with customers in a courteous and professional manner, and that they follow procedures and guidelines to provide appropriate service to customers in a timely manner.

Skill Tracks

- **The Service Process.** Focuses on improving agent problem-solving skills and creating win-win results.
- **Communication Skills.** Agents learn communication techniques and word choices so they can adapt their own style to that of the customers in order to create a more effective interaction.

- **Customer Service.** Provides an overview of effective customer service techniques, including first impressions and building rapport.
- **Phone Skills.** Provides call center agents with all the basics needed to effectively interact with customers over the telephone.
- **Interpersonal Skills.** Agents can improve their ability to listen and effectively use questions to better understand customer needs and diffuse customer emotions during difficult customer interactions.
- **The Sales Process.** Agents learn techniques to more effectively plan for outbound sales calls, overcome customer objections, and upsell during the customer interaction.
- **E-media Skills.** Agents learn techniques to improve their written communication skills when responding to customers via email.

Compatibility with Witness Systems eQuality Suite

This courseware is made available to users of the Witness eQuality Now learning management system, enabling automatic assignment of training to agents in a contact center environment based on evaluation scores of agent monitored performance. Training is launched via the eQuality Now student personalized home page.

eQuality Now Courseware

The Service Process	<i>Learning Objectives</i>
Ownership: Taking Responsibility to Solve a Customer's Problem	<ul style="list-style-type: none"> • Understand what it means to take ownership of a customer's problem • List the benefits of assuming ownership • Cite specific ways to convey ownership • In response to customer scenarios, identify appropriate "ownership" actions
Solving Customer Problems: An Overview	<ul style="list-style-type: none"> • Understand the benefits of effective problem solving in retaining customers • Define the key steps of effective problem solving
Understanding the Problem	<ul style="list-style-type: none"> • Ask questions to clarify the problem • Restate the problem to ensure your understanding
Offering Win/Win Solutions	<ul style="list-style-type: none"> • Understand the benefits of offering alternate solutions • Identify and propose solutions that will satisfy the customer and the organization – win/win solutions
Securing Customer Agreement	<ul style="list-style-type: none"> • Present proposed solutions in a way that matches the customer's communication style • Present proposed solutions in a persuasive and convincing way, using a "motivated sequence" • Gain agreement and "buy-in" the from customer through the use of probing questions and by restating the solution
Determining Opportunities to Sell in the Service/Support Situation	<ul style="list-style-type: none"> • Look for ways to delight the customer by identifying and fulfilling opportunities (selling) • Understand why service people sometimes resist selling • Cite five situations in which selling is good service • Understand the benefits to the customer of appropriate selling

Communication Skills	<i>Learning Objectives</i>
<i>Understanding Communication Styles</i>	<ul style="list-style-type: none"> • Identify four common styles of communicating • Respond professionally to different styles of communication used by customers • Adapt your own style to increase the likelihood of a successful interaction
<i>What Your Words Say About You</i>	<ul style="list-style-type: none"> • Recognize basic (and common) problems of grammar, sentence structure • Understand the possible impact of slang and jargon on the customer • Avoid use of regional dialect, when appropriate • Understand proper use of euphemisms
<i>Accentuate the Positive</i>	<ul style="list-style-type: none"> • Understand and appreciate the importance of word choice in customer interactions • Substitute "relationship-building" words for negative-sounding phrases • Recognize the importance of enthusiasm and sincerity in making a positive impression on the customer
<i>The Communication Process</i>	<ul style="list-style-type: none"> • Understand what happens in the communication process – and what goes wrong • Understand ways to help counter the effects of jumping to conclusions • List common barriers to effective communication • Understand ways a customer contact center agent can help improve communication effectiveness, focusing on his/her own contribution and role
Customer Service	<i>Learning Objectives</i>
<i>Customer Service 101</i>	<ul style="list-style-type: none"> • Identify (specifically) who the customer is • Define "customer service" • Understand customer service excellence ("A+" service) • Understand the customer service process
<i>An Attitude of Service – Putting Your Best Foot Forward</i>	<ul style="list-style-type: none"> • Identify the most prevalent reason customers are lost • Appreciate and articulate OWN role/influence in customer interactions • Understand influence of attitude on behaviors/results • Define/recognize "moments of truth"
<i>Connecting with the Customer (Building Rapport)</i>	<ul style="list-style-type: none"> • Understand importance of connecting with the customer before assessing the situation • Contrast customer business needs to emotional needs • Understand how valuing customers builds trust/creates positive image • Cite specific ways to build rapport/value customers
<i>Understanding the Contact Center Environment</i>	<ul style="list-style-type: none"> • Understand the function and purpose of a typical contact center environment • Understand (at a very high level) the function of the "switch" or ACD • Identify important performance measurements in a contact center • Understand the role of the contact center agent
Interpersonal Skills	<i>Learning Objectives</i>
<i>Basic Listening Skills</i>	<ul style="list-style-type: none"> • Listen skillfully to what a customer says • Identify and remove barriers to listening • Apply active listening techniques • Demonstrate support and empathy to customers
<i>Demonstrating Empathy</i>	<ul style="list-style-type: none"> • Understand and appreciate the importance of empathy • Identify specific phrases that assist in conveying empathy • Use the "Four A's" in responding with empathy
<i>Effective Use of Questions</i>	<ul style="list-style-type: none"> • Understand benefits of questioning in the customer interaction • Differentiate close-ended and open-ended questions • Identify types of questions and their purposes • Persuade and encourage customers to answer questions by illustrating "WIFM"
<i>Being Problem-centered in the Face of Emotion</i>	<ul style="list-style-type: none"> • Remain problem-centered during emotionally charged interactions • Maintain control of your own reactions (i.e., avoiding hooks) • Be on the same side as the customer
<i>Diffusing Customer Emotions</i>	<ul style="list-style-type: none"> • Understand the impact of defensiveness on the communication process • Recognize defensive behavior • Identify "triggers" that provoke negative reactions – and phrases that diffuse emotion • Understand and apply a three-step problem-solving approach (Discover/Understand/Explain)
<i>Handling Stress</i>	<ul style="list-style-type: none"> • Understand the stress continuum • Identify typical reactions to stress and to prolonged stress • Identify three strategies for dealing with stress

Phone Skills	<i>Learning Objectives</i>
<i>Courtesy Counts</i>	<ul style="list-style-type: none"> • Appreciate the importance of appropriate telephone manners • Identify and demonstrate basic telephone courtesies
<i>Your Tone Says It All (Almost!)</i>	<ul style="list-style-type: none"> • Understand the importance of vocal tone in telephone communication • Identify elements that influence voice quality and customer impressions • Understand how distracting bad habits can devalue overall phone image
<i>Improving Vocal Quality</i>	<ul style="list-style-type: none"> • Heighten awareness of your voice quality • Become familiar with some simple methods to improve overall voice quality and specific vocal elements
<i>First Impressions Count: Greeting the Customer</i>	<ul style="list-style-type: none"> • Identify key components of an effective greeting • Understand the advantages of a formal greeting • Use specific techniques to transition to business
<i>Placing Callers on Hold</i>	<ul style="list-style-type: none"> • Understand customer reaction to being placed on hold • Identify and demonstrate steps of putting customer on hold
<i>The Blue Ribbon Transfer</i>	<ul style="list-style-type: none"> • Identify appropriate reasons for transferring calls • Understand the steps involved in two types of transfers • Receive a transferred call courteously and effectively
<i>Closing the Call</i>	<ul style="list-style-type: none"> • Understand the importance of an effective close • Understand four important aspects of an effective close • Use specific techniques recommended for improving the close
<i>Effective Message Taking</i>	<ul style="list-style-type: none"> • Take complete and accurate messages • Identify the critical components of an effective message • Understand the importance of verifying key points with the customer
<i>Taking Notes During the Call</i>	<ul style="list-style-type: none"> • Understand barriers to effective note taking • Identify what belongs in written notes – and what does not • Adopt tips for improve your note-taking skills
The Sales Process	<i>Learning Objectives</i>
<i>Managing and Overcoming Customer Objections</i>	<ul style="list-style-type: none"> • Recognize "typical" customer objections • Understand five specific strategies for addressing objections • Effectively eliminate objections through effective use of these strategies
<i>The Outbound Call</i>	<ul style="list-style-type: none"> • Understand and carry out the basic steps of an outbound sales call • Identify the benefits of your product and service; match the benefits to customer requirements • Represent your company in a professional manner
<i>Uncovering Add-on Sales Opportunities</i>	<ul style="list-style-type: none"> • Identify ways to up sell and cross-sell • Understand the benefits – to the customer and to the company – of up selling and cross-selling • Recognize the impact of attitude and approach on up selling/cross-selling success • Avoid common problems and pitfalls of up selling and cross-selling
E-media Skills	<i>Learning Objectives</i>
<i>Introduction: Customer Contact via e-Mail</i>	<ul style="list-style-type: none"> • Understand how e-mail works • Identify the benefits of e-mail communication, from the customer's perspective • Identify common mistakes made by companies in communicating via e-mail • Discuss agent skills that support effective e-mail communication
<i>Basic Structure of E-mails</i>	<ul style="list-style-type: none"> • Create a structurally sound e-mail • Identify problems and strengths in sample e-mails
<i>The Personal Touch in E-mail</i>	<ul style="list-style-type: none"> • Use specific techniques to create e-mails with "the personal touch"

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