

Customer Service 3

Multicultural Customers

For registration information contact Winnie Chan, Senior Conference & Training Coordinator of The MEARIE Group, at 905-265-5332, email wchan@mearie.ca

Course Summary & Objective:

Peter Barrow, Facilitator

Successfully delivered in the fall of 2008 to over 60 customer service representatives of Power Stream, this course was developed for the purpose of increasing the knowledge, confidence and skills for serving customers across cultures and languages.

- Define & understand "multicultural" in the context of customer service
- How to adapt current customer service techniques to assist those from other cultures
- How to overcome natural language and comprehension barriers
- How to create a benchmark customer service program that others can follow

Course Outline:

What Will be Learned:

The Multicultural Customer

- Origins, Multicultural Myths and Misconceptions
- Big picture perspective on how multicultural customers tend to view "government" organizations- and how this is often demonstrated in phone calls
- Helping customers overcome language and cultural barriers on the phone

Managing Perceptions and Expectations

- The Utility-Customer Perception Gap and how to close it
- Strategic Inflection Points; Understanding and managing customer expectations
- Striving for win-win relationships and overcoming what may prevent these

Tools to Help Us Manage Relationships

- Understanding and Awareness; Use of Plain Language; Questioning Skills; Listening Skills; Resolving and Closing

Who should attend?

Call centre and support staff, customer service and billing representatives, supervisors, credit managers, collection managers

Date(s): May 20 **Cost:** \$450.00 + GST
Includes materials, lunch and breaks

Course Length: 1 day **Location:** The MEARIE Group

Accommodation Accommodation (see pg. 6) is the responsibility of employer.
Lunch will be provided by The MEARIE Group.

