



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support



Coaching Customer Service Skills Training Program

OVERVIEW



Customer service excellence is being recognised as the holy grail of sales. Competent customer service helps in cultivating a pleasant customer experience. Positive recurring customer experience, in turn, generates customer satisfaction and loyalty towards the brand. It is well known that customer service professionals are the first to interact with prospective customers. Their interaction, attitude, and approach towards customers can make or break a business and its reputation. Thus, it becomes very critical for an organisation to have a well-trained customer service staff. It does not suffice to merely have a workforce that is dedicated and hardworking. The customer service team must know how to turn this dedication and knowledge to the organisation's advantage. This is where the need for coaching customer service skills arises.

Who is a customer service coach? – A well-experienced and established person of the industry, most certainly. He or she understands various subtleties and nuances of customer service. They are needed to educate beginners in the field of customer service. Such a coach would equip them with the tools of the fundamentals of customer service. The need for coaching also arises for representatives who have been working in customer service for a while but have not been up to date with the latest changes and developments. In such cases, coaching helps them in improving their skills and getting back on track. The need for a dynamic and experienced expert for coaching is actively felt by organisations looking to sharpen their workforce. This coach is often found within the organisation itself in the form of team leaders,

supervisors, or managers. However, to train others a coach often needs to be assimilated to the needs of the trainees.

What are the techniques of coaching?

How can the coach build a trusting relationship with the trainees? How to ensure proper goal setting with adequate quality standards for customer dealing? How to establish a solution-centric environment among the team? How to guarantee continuous learning? How to train the representatives for challenges regarding customer service? How to assess the skills of representatives to identify problem areas and areas that need improvement? These are only some of the obstacles faced by coaches when training professionals for customer service. An organisation that seeks to exceed customer expectations needs to prioritize regular coaching of customer service staff. Regular coaching keeps customer service representatives abreast of the latest knowledge and prevents dulling of customer service skills. The need for an efficient coach is often pressing for the organisation and cannot be neglected.

Even if the organisation is keen to provide training to its customer service staff, it is faced with a lack of skilled leadership. To combat these issues, We introduced this compact and effective 'Coaching customer service skills training program'. The program has been created for coaches, team leaders, managers, supervisors, or professionals who have been charged with the task of coaching the customer skills within the staff. The course provides an analysis as to how different trainees have different needs and how their specific behaviour can be changed. The course will reaffirm the basics of customer service, inculcate the culture of idea sharing, team development, goal setting of the representatives, develop an action plan for future growth, and so on. Correct coaching of leaders and a well-organised coaching program can prove to be the foundation of robust customer service if done rightly.



Course Objectives

Coaching customer service skills training program aims to achieve the following objectives:

- Inculcate such a conducive environment within the organisation that ensures continuous learning
- Build an improvement of the customer service skills of each delegate
- Evolve team leaders and managers to coaches of customer service
- Build a trusting relationship between the coach and their team
- Create modules in customer service aimed towards a common achievement of organisational goals
- Develop an efficient customer support system
- Curate ethics that prioritize the customer
- Build teams that aid in cultivating customer loyalty

TRAINING METHODOLOGY

- Interactive sessions and lectures
- Presentations
- Management games
- Role-playing/modelling
- Case studies
- Group discussions
- Problem-solving sessions





ORGANISATIONAL BENEFITS

Successful completion of the training program shall benefit the organisation in the following ways:

- Regular coaching will ensure that customer service staff is providing the most efficient and relevant service to its customers
- Have the customer service team keep up with the latest trends of the market
- Develop a dynamic sales force that understands different ways to deal with difficult customer situations
- Polish skills of the existing team leaders and managers
- Develop efficient goal-setting criteria that would meet the benchmark of quality
- Develop a functional feedback and monitoring system through which leaders and managers can constantly review upcoming challenges and issues
- This training will result in better employee engagement

PERSONAL BENEFITS

Successful completion of the training program shall benefit participants at a personal level in the following ways:

- Coaches shall receive a fact-based and honest feedback system from representatives who will help them improve their coaching skills
- Coaches shall be able to appreciate that every representative has a different understanding ground
- Coaches will learn how to tackle different personalities in an effective manner
- Enhance better decision-making skills and develop quick thinking to tackle challenging situations
- Participants will gain deeper insight into the internal as well as the external operational environment
- Participants will better their understanding of the firm which will help them advance in their careers

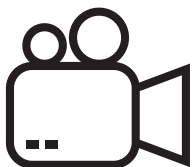




WHO IS THIS PROGRAMME FOR?

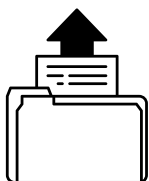
- Team leaders
- Managers
- Sales executives
- Supervisors
- Marketing heads
- Entrepreneurs
- Start-up founders

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Introduction to coaching skills

Module 2 : Discussing essentials of coaching of customer service skills

Module 3 : Developing conducive coaching environment

Module 4 : Goal setting and assessing performance

Module 5 : Dealing with dynamic and difficult customer situations

Module 6 : Barriers to developing a trusting relationship

Module 7 : Coaching with data

Module 8 : Working on communication skills

Module 9 : Challenges to coaching

Module 10: Essential coaching analytical skills

Module 11: Identifying challenges to delivering satisfying service

Module 12: Developing customer-centric culture in a team



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.

OUR CLIENT





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
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