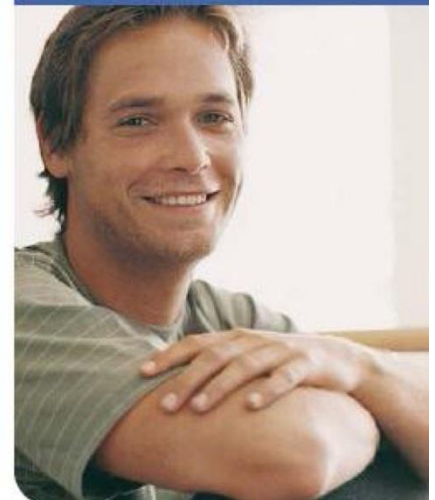


# Connecting with Customers through Email

Frameworks, techniques and guidelines that turn frontline phone agents into stellar e-agents who can provide outstanding customer contacts through the written word



As more organizations push customer contact to online channels, agents must learn the art of customer contact through the written word. Through ICMI's Connecting with Customers Through Email course, agents learn the most strategic ways to present email correspondence, so customers have consistent and positive experiences with the organization.

Using an email framework, agents will learn to follow a strategically constructed method for replying to customer email contacts. Agents will discover that by employing the framework, they will have more quality and control, which leads to greater efficiency and customer satisfaction.

Next, agents will discover how to interpret an incoming email before deciding on the response action. Analysing the customer's emotion, time references, punctuation and language gives agents a more personal look into the customer's state of mind and needs so they can provide an empathetic and affirming answer. Agents will use the email interpretation to determine which type of response is best for each customer.

To make email responses easy to read and understandable, agents will gain insight into email content guidelines. They'll learn how to construct the content of emails using the inverted pyramid style that places the most important information first. They'll also learn that the tone of their email is important in conveying the personality of the organization.

This module concludes with six rules for cyber-correspondence and "netiquette" that every e-agent should know.

Finally, agents will spend time polishing their written grammar skills and reviewing the most common grammatical errors and how to avoid them.

## QPC Educational Services

For over 20 years QPC has been working to create training and qualifications for those within customer service and contact centres who carry out business critical operational functions.

Our aim is simply to give organisations the reassurance that personnel have the skills they need to carry out their roles effectively and reward individuals with the professional status they deserve.

Within Asia Pacific, QPC have delivered ICMI Seminars to over 5,000 call centre professionals.

## About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact centre.



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## Course Outline

### Module 1: Email Framework

- List customer expectations for effective email communication
- Explain the advantages of using a framework
- Name the parts of the Email Framework

### Module 2: Email Interpretation

- Analyse the customer's tone
- Determine what response action to take

### Module 3: Service Skills

- Apply opening and concluding standards
- Connect with customers using empathy and affirming
- Invite interaction using questioning and links

### Module 4: Content and Tone Guidelines

- Write clearly to meet Content and Tone Guidelines
- Incorporate netiquette to insure a positive interaction

### Module 5: Grammar Gremlins and Netiquette

- Identify the most common grammar mistakes
- Learn the best forms of "netiquette"

This training course is run as a half day workshop.

Generally this seminar is held at your premises and can be tailored to accommodate your specific organisation's needs.

In addition to Connecting with Customers through Email, it is highly recommended you consider adding **Managing Customers with Quality** to your agent training programme. This half day course builds agent confidence and higher customer satisfaction through basic phone etiquette and call handling techniques.

Contact us to discuss combining the two courses for your agents.

QPC have partnered with the International Customer Management Institute (ICMI) for over 15 years to provide internationally recognised contact centre training solutions. Seminars are delivered in either a class environment with industry peers, or on your own premises – just let us know what works for you!

Go to:

[qpcaustralia.com.au/products](http://qpcaustralia.com.au/products) and follow the link to ICMI Seminars to complete an online registration form.

### Course costs

This half day course is AUD\$475.00 pp\*

*Discounted rates for larger on-site groups are applicable. Contact us for further details.*

*\*Based on a minimum class of 8, and covers all trainer travel and accommodation costs.*