



Case Study 10: Telephone Skills

Silvercube partnered a leading global car manufacturer to support a CRM telephone skills training programme for its UK call centre teams.

Example: Silvercube actors play customers at the end of the phone. The actors are briefed with detailed information which will challenge and stretch the delegates.

Once the call has finished the actors provide specific emotional and technical feedback around the areas of; solution based language, active listening skills, effective questioning, use of silence and tone of voice.

Delegates are then given the opportunity to practise the call again implementing the improvements from the feedback.

Result: Delegates are equipped with the skills and tools they need to offer a high level of service and maintain good customer relations.