

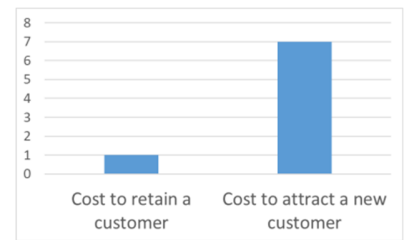
# Communication Intelligence in Customer Service

Acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one. Increasing customer retention rates by 5% increases profits by 25% to 95%.

- Harvard Business Review

Powerful, effective communication is foundational; without it, few other aspects of a customer's experience will matter. Communication is the glue that keeps customer experiences from falling apart. Great Customer Communication Is a Learned Skill.

- Adam Toporek, international customer expert



People are the essence of great customer service. Effective customer service teams have a culture of effective communication between the organization and customers. Customer strategy and processes are critical, but the differentiators lie within the way people work and communicate with customers, both internally and externally to service the customers.

We are not talking about a communication process, e.g. the technology used, emails, documentation of issues, etc. We are talking about communication that influences and persuades people, that builds relationships, that lets people resonate with your message. Communication from a human perspective.

Communication passes information. Effective communication understands how people differ and apply it. Just a 10% improvement in communication will add great value.

*It is simply impossible to become a great leader without being a great communicator. The message is not about the messenger; it has nothing to do with messenger; it is however 100% about meeting the needs and the expectations of those you're communicating with.*

.... Mike Myat, Forbes.com

The most important contributor to success in communication is the ability to understand that we all differ in our communication. My message might resonate with some, but not with all. **We all differ in our approaches to communication since we all have certain preferences in our communication. If we can communicate in a way that resonates with all people we will greatly improve our success in communication.** To change our success in communication we need 1) a framework for good communication; 2) understand my own preferences in communication; 3) Use the framework and understanding my own communication preferences and then make my communication practical and real. Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for their environment.

**This workshop focuses specifically on these aspects. Areas addressed:**

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Different styles and behaviors in communication                                                                                                                | 5. Understanding the differences in people that you communicate with in customer service (and in general with people) and how to communicate more effectively |
| 2. Understanding other people's and your own                                                                                                                      | 6. Trust and Ethics creation and maintaining it                                                                                                               |
| 3. Applying preferences in communication to your daily communication in customer service and other people                                                         | 7. Dealing with objections                                                                                                                                    |
| 4. Making the styles of communication and the behaviors in communication practical for your customer service team and their responsibilities and accountabilities | 8. Self-talk and staying positive                                                                                                                             |

- **2interact with their framework and associated tools is the first company I encountered that really understands what differentiates the top performing people and companies. Companies that work with 2interact adds a critical ability to people, the culture and the company to be successful.** – Director Strategy and Innovation, Deloitte.
- **I would strongly recommend the Communication Intelligence workshop. I took members of our Human Resources, Consumer Services, and Sales Teams to experience the workshop. It was professionally done and worth every minute we spent in the sessions. The team members came away with valuable tools and understandings of how people communicate differently. They were energized to use the new knowledge at work and at home. To the one, they all said is worth the time away from their desks.** – Executive Vice President Human Resources & Consumer Services, Sauder.