



Emotional Intelligence in Customer Interactions

Price: \$2,143.00

www.prosperitywisecenter.com

Course Overview:

This course focuses on developing emotional intelligence (EI) skills to enhance customer interactions and satisfaction. Participants will learn strategies to recognize, understand, and manage emotions effectively in customer-facing roles, ultimately improving service delivery and customer relationships.

Duration:

The course has a total duration of 4 weeks, with weekly sessions lasting 2 hours each.

Course Outline:

Module 1: Introduction to Emotional Intelligence (EI)

- Session 1: Understanding Emotional Intelligence
 - Definition and components of EI
 - Importance of EI in customer service
 - Assessing personal EI strengths and areas for development
- Session 2: Emotional Awareness and Self-Management
 - Recognizing and managing personal emotions
 - Techniques for emotional regulation and stress management
 - Case study: Applying EI in challenging customer scenarios

Module 2: Empathy and Customer Understanding

- Session 1: Developing Empathy Skills
 - Understanding the customer perspective
 - Techniques for active listening and empathy
 - Role-play: Practicing empathetic responses
- Session 2: Building Rapport and Trust
 - Establishing rapport with customers
 - Creating a positive emotional connection
 - Strategies for building trust in customer interactions

Module 3: Handling Difficult Customers with Emotional Intelligence

- Session 1: De-escalation Techniques
 - Recognizing signs of customer distress and anger
 - Strategies for calming upset customers
 - Role-play: Managing difficult customer interactions
- Session 2: Assertiveness and Boundary Setting
 - Assertive communication techniques in customer service
 - Setting and maintaining boundaries effectively
 - Workshop: Developing assertiveness scripts

Module 4: Emotional Intelligence for Service Recovery

- Session 1: Turning Challenges into Opportunities
 - Strategies for turning negative experiences into positive outcomes
 - Handling complaints and feedback with EI
 - Case study: Successful service recovery examples
- Session 2: Continuous Improvement and Reflection
 - Reflecting on personal EI growth
 - Developing an action plan for ongoing EI development
 - Final project: Creating a personal EI improvement plan for customer interactions

By the end of this course, participants will grasp the principles and significance of emotional intelligence in customer interactions. They will apply techniques to manage emotions adeptly in customer-facing roles, exhibit empathy, and establish rapport to elevate service delivery. Additionally, they will confidently manage challenging customer interactions with professionalism and implement strategies for ongoing enhancement of emotional intelligence skills.