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Course Name

Service Excellence in a Call Centre Environment

Sector Name

Sales, Marketing and Customer Service

Document Type

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Service Excellence in a Call Centre Environment

Course Introduction

In today's period where virtual teams, and multi-cultural teams are common, having an effective corporate communication is essential. The success of the organization depends on the ability to work effectively with people who may understand and react to situations differently. Therefore, the skill and ability to communicate effectively is a critical requirement.

This 5-day boost training course will equip participants of the latest trends in communicating effectively with global virtual-teams whether verbal or non-verbal conversations and meetings. This course will also provide participants with a comprehensive understanding of the skills required for cross cultural communication and communication across different mediums.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Sharpen skills necessary to make your communication work with global colleagues, whatever the communication setting.
- ✓ Build and develop agile teams that can rapidly respond to change.
- ✓ Increase your level of written business communication skills and proficiency.
- ✓ Identify and use the most advanced and efficient communication channels, styles and models.
- ✓ Improve skills and have in-depth knowledge for cross-cultural communication and best practices

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Course Outline

✓ 01 Day One

New developments in corporate communication

- ✓ Leadership and change communication
- ✓ Effective leadership communication
- ✓ Corporate social responsibility (CSR) and community relations
- ✓ The case for CSR
- ✓ Communicating about CSR
- ✓ The 8 areas of focus for CSR
- ✓ CSR and PR

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Course Outline

✓ 02 Day Two

Developing your corporate communication strategy

- ✓ Corporate communication strategy and strategic planning
- ✓ Global aspects of corporate communication
- ✓ High and low-context culture
- ✓ Planning and executing communication programs and campaigns
- ✓ Research, measurement, and evaluation
- ✓ Measuring corporate reputation
- ✓ Theories on measuring the effects of communication

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Course Outline

✓ 03 Day Three

Cross-Cultural Business Communication

- ✓ Cross-cultural aspects of audiences
- ✓ Deal focus vs. Relationship focus
- ✓ Values and norms
- ✓ Verbal and non-verbal communication
- ✓ Individual vs. group-oriented cultures and organizational culture

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Course Outline

✓ 04 Day Four

Global Business Ethics in Negotiations

- ✓ Ethical communication
- ✓ Different negotiation situations
- ✓ Language, tone, and style
- ✓ Simulations and Presentations

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Course Outline

✓ 05 Day Five

Global Communications Management

- ✓ Building global communication campaigns
- ✓ Communicating with influencers
- ✓ Social platforms, tools, and techniques
- ✓ Content Strategy and creation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 5, 2027	July 9, 2027	5 days	4950.00 $	Austria , Vienna
Oct. 10, 2027	Oct. 14, 2027	5 days	4250.00 $	KSA , Riyadh
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 $	UAE , Dubai
March 15, 2027	March 19, 2027	5 days	4250.00 $	UAE , Dubai

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