



Training for Call Center



Masterclass : The Art of Listening

2 jours ou
selon vos besoins

The base of the attitude :

The objective is to teach advisors how to avoid taking attacks personally by staying centered on their own emotional experience.

- *Self-Observation: Recognizing one's own triggers (fear, irritation, feelings of helplessness).*
- *Self-Responsibility: Distinguishing between what belongs to the customer (their anger) and what belongs to the agent (their reaction).*
- *Acceptance: Welcoming the customer's emotion without seeking to judge it or counter it immediately.*
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This training will provide advisor with the necessary listening techniques to ensure your interlocutor feels better heard and understood.

These techniques improve the fluidity of the relationship, leading to a faster resolution.



Dialogue Structure :

Using the NVC (Non violent Communication) method — Observation, Feeling, Need, Request — to structure both technical and emotional responses.

- **Neutral Observation:** Rephrasing the facts without interpretation (“I understand your package is three days late” rather than “You are angry about the delay”).
- **Acknowledgment of Feeling:** Validating the customer’s emotion to de-escalate the tension (“I can see that this situation is very frustrating for you”).
- **Identification of Need:** Looking beyond the complaint to find the unfulfilled need (need for security, consideration, or efficiency).
- **Clear Request:** Proposing a concrete solution or a constructive next step.

Training Methodology :

- **Real-life Role-playing :** Simulations based on the center's most frequent call scenarios.
- **Constructive Debriefing :** In-depth analysis of interactions.
- **Toolkit :** "Ice-breaking" scripts and key phrases to regain control of the exchange.

Approach & Methods :

This training is based on Rogerian Non-Directive Theory, the Non-Directive Approach (by Colette Portelance), and Nonviolent Communication (NVC) by Marshall Rosenberg.

The program alternates between theoretical lessons, group workshops, and individual exercises.

Expected Results

- **De-escalation:** A reduction in prolonged conflictual calls.
- **Customer Satisfaction:** Improved CSAT (Customer Satisfaction Score), even in dispute situations.
- **Well-being:** Reduction in agent stress and prevention of occupational burnout.

Mastering the Art of Challenging Customer Relations

