

# Handling conflict in the contact centre



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Effective communication is at the heart of human relationships. Honing these skills can give us the confidence to handle a range of situations, de-escalate conflict and avoid miscommunication, particularly in high-emotion situations. This workshop will enable you to enhance the effectiveness of your interactions with both customers and colleagues.

## BENEFITS TO YOUR BUSINESS

- Effectively addressing and resolving conflict can increase customer retention, loyalty and brand awareness.
- Skilled contact centre agents avoid and resolve conflicts in the early stages of a call, before they interfere with the relationship between the business and the customer.
- Employees who know how to handle conflict can work more efficiently due to their increased problem-solving skills and skilful handling of situations. They are less likely to escalate disagreements, allowing for increased rates of first call resolution.
- Agents who can communicate and resolve conflict in a professional, respectful manner can create strengthened relationships. This gives the benefit of more collaborative working internally – and crucially, improved customer interactions and satisfaction levels.
- By training your employees how to handle conflict on their own, the overall tension decreases, facilitating a better working environment and increasing efficiency of call flow.
- Conflict resolution skills allow people to move beyond their own emotions and opinions, encouraging a deeper understanding of situations and consideration for other possible solutions.

## WHO SHOULD ATTEND?

This course will be of benefit to all employees, particularly those who are managing teams and those who are customer-facing. This course can be especially useful for complaint-handling teams.

## LEARNING OUTCOMES

### By the end of the workshop you will be able to:

- Recognise some of the causes of workplace conflicts.
- Understand how differences in communication styles can increase tension in customer situations.
- Develop levels of listening and tools for better communication.
- Identify different communication styles and preferences.
- Develop assertiveness techniques for managing tough conversations.
- Identify and de-escalate problems that occur due to miscommunication.
- Develop strategies for self-care to diffuse situations – PACR.



## WORKSHOP OUTLINE

### Conflict awareness

Understanding the role of conflict and the associated cost and benefits.

### Addressing conflict situations

Explore different approaches to responding to a conflict situation. Look at conflict handling strategies and approaches to solving conflicts.

### Social styles

Social styles: Analytical, Driving, Amiable, Expressive. Understanding the four social styles and the sociability scale; learning how to utilise these to predict and influence behaviour.

### The power of assertiveness

Understanding assertiveness and the role it has in good communication.

### Conflict and the self

The impact of Self in escalating and defusing conflict. Understanding body language (verbal and non-verbal); your tone, pace and pitch.

### Tools and tactics for managing conflict

Steps to defuse high-emotion situations.

