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COURSE BROCHURE

Multichannel Customer Service Communication Skills Course

18 – 22 October 2027
London

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Registered in the United Kingdom and Saudi Arabia

Multichannel Customer Service Communication Skills Course

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Multichannel Customer Service Communication Skills is a 1-week training course for frontline customer service staff, contact centre agents and service supervisors, who leave with a Personal Service Communication Toolkit. Customers now move between phone, chat, email and counter in one enquiry, and every switch tests whether the organisation sounds like one voice. Jupiter Prime Training delivers this course on Multichannel Customer Service Communication Skills.

Why Multichannel Customer Service Communication Skills Matters Now

Two forces shape this subject today: customers who expect fast, warm and accurate replies whichever channel they choose, and service operations that measure every interaction for resolution, effort and tone. Agents who listen well, ask sharp questions and write clearly resolve more contacts first time and calm upset customers; those who rely on scripts alone sound robotic and trigger repeat calls. The course draws on active listening models, the questioning funnel, the Customer Effort Score CES, first contact resolution FCR measures and ISO 18295-1 requirements for customer contact centres.

Who Gains Most from Multichannel Customer Service Communication Skills

- Frontline agents who answer customer calls, chats and emails each shift
- Counter and branch staff who serve customers face to face
- Contact centre agents who move between voice and digital queues
- Service supervisors who coach tone, listening and written replies
- Quality evaluators who score interactions against communication standards

Service teams that send agents together with their supervisor gain most, because coaching after the course then uses the same language and examples.

Multichannel Customer Service Communication Skills Capabilities

Participants practise hearing what customers mean, choosing words that lower tension and writing replies that settle the matter in one exchange.

- Apply active listening techniques to confirm the real customer need — resolution targets
- Build questioning sequences that move from open to closed questions efficiently — first contact resolution
- Specify positive language alternatives for common negative phrases — quality evaluators
- Design chat and email replies that are clear, complete and on-brand — digital channel leads
- Communicate with emotional customers using acknowledgement and calm tone — service supervisors
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Assess one's own calls and chats against a communication checklist — personal development

Key Multichannel Customer Service Communication Skills Terms

- Active listening — attending fully to the customer, reflecting back what was heard and checking understanding before responding.
- Questioning funnel — a sequence that starts with open questions, narrows with probing questions and confirms with closed questions.
- Positive language — wording that states what can be done rather than what cannot, keeping the customer focused on solutions.
- First contact resolution FCR — the share of customer issues fully resolved in the first interaction without follow-up.
- Customer Effort Score CES — a rating of how easy customers found it to get their request handled.
- Rapport — a sense of mutual understanding and trust built through tone, pace, empathy and attention.

Multichannel Customer Service Communication Skills Day by Day

Day 1: Communication in a Multichannel Service World

- Channel Expectations — Phone, Chat, Email and Counter Differences
- Customer Effort and FCR — Why Clear Communication Cuts Repeat Contacts
- ISO 18295-1 Expectations — Communication Requirements in Contact Centres
- Self-Assessment of Communication Habits — Strengths and Blind Spots
- Sector Examples — Retail Banking Branches and Airline Contact Centres

Day 2: Listening and Questioning

- Active Listening Steps — Attend, Reflect, Clarify and Confirm
- Questioning Funnel — Open, Probing and Closed Questions
- Note-Taking During Calls — Capturing Facts Without Losing Rapport
- Summarising Agreements — Avoiding Misunderstandings and Callbacks
- Listening Barriers — Noise, Assumptions and Multitasking

Day 3: Voice, Tone and Face-to-Face Rapport

- Voice Pace, Pitch and Warmth — Sounding Engaged on the Phone
- Body Language at the Counter — Posture, Eye Contact and Space
- Rapport Building — Names, Mirroring and Genuine Interest
- Positive Language Swaps — From Cannot to Can
- Hold, Transfer and Closing Scripts — Smooth Endings to Calls

Day 4: Written Replies and Emotional Customers

- Chat Etiquette — Speed, Clarity and Human Tone
- Email Reply Structure — Acknowledge, Answer, Action and Close
- Acknowledging Emotion — Empathy Statements That Sound Sincere
- De-escalation Language — Calming Angry and Anxious Customers
- Saying No Constructively — Alternatives and Next Steps

Day 5: Practising the Personal Service Communication Toolkit

- Listening and Questioning Drills — Applying Day 2 Funnel
- Tone and Rapport Role Plays — Day 3 Techniques Recorded
- Written Reply Clinic — Day 4 Email and Chat Templates
- Peer Interaction Scoring — Communication Checklist Calibration
- Personal Service Communication Toolkit — Phrases, Templates and Habits

Applying Multichannel Customer Service Communication Skills After the Course

- Use the questioning funnel on every call for two weeks and track how many contacts are resolved without a follow-up.
- Rewrite three frequently used email or chat templates with positive language and ask a supervisor to score them against the checklist.

Multichannel Customer Service Communication Skills Questions FAQ

What are multichannel customer service communication skills, and why do they matter now?

They are the listening, speaking and writing skills that let agents serve customers consistently across phone, chat, email and counter. They matter now because customers switch channels mid-enquiry and judge the organisation by every reply.

Which roles gain most from multichannel customer service communication skills training?

Frontline agents, counter staff and contact centre agents gain most. Service supervisors and quality evaluators also benefit, because they coach and score the same listening, tone and writing behaviours.

How does multichannel customer service communication skills training differ from a complaint resolution course?

It builds everyday communication habits across all channels rather than the formal process for investigating and resolving complaints. You practise listening, questioning, tone and written replies instead of case investigation and redress decisions.

What do you bring back from multichannel customer service communication skills training?

You bring back a personal toolkit. It holds questioning sequences, positive language swaps, empathy statements, email and chat templates and a checklist for reviewing your own interactions.

Multichannel Customer Service Communication Skills: The Way Forward

The Personal Service Communication Toolkit first informs how each agent opens, questions and closes customer contacts in the following week. Agents, supervisors and quality evaluators use it in coaching sessions and interaction scoring. After a month, revisit the written templates, because customer replies and repeat contacts show which phrases still cause confusion.