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## COURSE DESCRIPTION

# W076 – Customer Communication

### Course goal

Dealing with customers means to be prepared to solve unexpected problems, e.g. in delivery, installation or service. The quality of your reactions determines how sustainable your customer relationship will be in the long run. This course will help you to shape your customer relationships in a productive way.

### Main learning objectives

Upon completion of the course, you will be able to

- react adequately in customer situations that are charged with emotions
- act professionally when facing objections or complaints
- find a sustainable solution for a problem in face-to-face contact with the customer or on the phone
- successfully manage expectations of the customer
- know your personal impression and impact on others better.

### Participant profile

ABB Personnel with customer contact

### Prerequisites

Function or role as mentioned above and the willingness to participate actively throughout the whole course.

### Topics

- Visible customer-oriented behaviour
- Examples from practice
- Avoid escalation in discussions with customers
- Give and receive feedback
- Personal coping with emotions
- Handling objections/ complaints
- Dealing with demanding and discerning customers
- Solutions for difficult single situations
- Exercises using practical cases
- Personal plan for development

### Course type

This is a face-to-face class room training with min. 10 and max. 12 participants.

### Learning methods and tools

Short lectures, facilitated exchange of experiences, single and group exercises, role-plays  
**Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

### Duration

1 day