

# Call Center Edge™

## Description

In this 1-2 day session, Signature Worldwide teaches customer service representatives a Magic Formula for handling reservation inquiries, improving guest experiences and selling more rooms.

## Who Should Attend?

Guest Service Representatives  
PBX Operators  
Front Desk Agents

## Learning Objectives

Through a variety of techniques, including role-playing, attendees will learn when, how and why to:

- Establish rapport with potential customers
- Identify caller needs
- Build value before quoting rates
- Ask for a commitment

## Price Isn't Everything.

So what is? Your call center agents are the key to finding out what's most important to each caller and showing them why you offer the best solution.

- Do your agents effectively identify customer needs?
- Do they create value for each caller before quoting room rates?
- Do they confidently ask for the reservation?

If your agents don't do these things with each caller, you're losing business to your competition, and you're leaving money on the table. Let Signature help.

We know reservation centers and we know how to teach new sales and service skills to agents. And unlike many training companies, we help agents integrate those new skills into their daily behaviors so performance and results change for the better.

We teach a simple Magic Formula for handling inquiries, improving caller experiences, and increasing conversion rates. Participants in our training program learn to establish rapport, identify caller needs, build value before quoting rates, and finally, ask for a commitment.

**Call Center Edge** is different from other training programs. It's a comprehensive system that creates lasting improvements in the skills of your agents and immediate impact on customer service, conversion rates and revenues. Our clients also see reductions in abandon rates, handle time and employee turnover. How?

- We start with a thorough assessment of your current program and tailor **Call Center Edge** to your needs.
- We conduct dynamic and engaging on-site training events.
- We help your staff use their new skills every day with ongoing training, coaching and mystery shopping.
- We provide you with Web-based management reports that help you drive performance.

*Signature*<sup>®</sup>  
WORLDWIDE  
business and training solutions

# Call Center Edge

It's easy to calculate the ROI of Call Center Edge.

Call Center Edge participants gain the confidence and skills they need to perform to their best ability. And when they do, you'll see the results. Our clients typically see **dramatic increases in conversion rates**. Use the formula below to see how much additional revenue Call Center Edge can generate for you:

	Before Training	After Training	Your Hotel
Average Daily Rate	\$ 105	\$ 109	\$ <input type="text"/>
Number of Rooms	170	170	<input type="text"/>
<b>Occupancy</b>	<b>70%</b>	<b>75%</b>	<input type="text"/>
RevPAR	\$ 73.50	\$ 81.75	\$ <input type="text"/>
<b>Monthly Rooms Revenue</b>	<b>\$ 374,850</b>	<b>\$ 416,925</b>	\$ <input type="text"/>
<b>Monthly Revenue Increase</b>		<b>\$ 41,325</b>	<input type="text"/>

Call Center Edge is designed to provide you with the training, tools and support you need – when you need them. The program is flexible enough for you to manage it in the way that works best for your organization. Based on the size and complexity of your organization, we'll work with you to design a solution that includes all of the following components:



## Assessment & Design

- Identify client objectives
- Evaluate current employee performance
- Design training program to specific needs
- Prepare training materials

## Delivery

- Position training as an investment in employees
- Generate complete buy-in from a client's team
- Teach and practice new skills
- Begin establishing the client's legendary sales and service culture

## Reinforcement

- Constantly review progress and build skills with return visits
- Develop advanced skills and bring new employees up to speed
- Help employees practice with unlimited phone-based coaching
- Moderate follow-up conference call training sessions

## Evaluation & Measurement

- Gather quantifiable, objective feedback about performance
- Analyze team with company-wide reports and industry benchmarking
- Provide instant access to results online or by phone
- Help managers coach for improvement
- Catch employees doing great work
- Verify the return on investment of each training program