



## CRM AWARDS Content on LearningPlanet (page 1)

LearningPlanet Resources [www.learningplanet.tv](http://www.learningplanet.tv)

### 10 Minute Video Resources

 Click on the image to go to the course 

#### Award Winning Telephone Techniques Pt1

This video focuses on the first five of ten telephone techniques that will help set you apart and above others in your industry. These techniques are based onto CRM Awards criteria and are suitable for all centres around the world.



#### Award Winning Telephone Techniques Part 1



#### Award Winning Telephone Techniques Pt2

This video focuses on the second five of ten telephone techniques that will help set you apart and above others in your industry. These techniques are based onto CRM Awards criteria and are suitable for all centres around the world.



#### Award Winning Telephone Techniques Part 2



#### Award Winning Emails

This 10-minute video outlines 9 criteria to provide award winning emails including professionalism, spelling and grammar and adding value. These criteria are generally defined as good practice and getting them right will help provide an award-winning experience for your customers.



#### Award Winning Emails



#### Award Winning Outbound Calling

This 10-minute video module explains 11 specific things you can focus on to ensure your outbound calls are top notch and provide the customer with the best possible experience.



#### Award Winning Outbound Calling

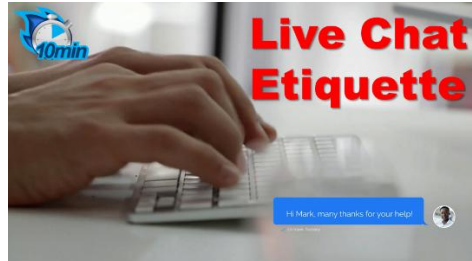


#### Live Chat Etiquette

This 10-minute video explains what Live Chat is and ten criteria you should consider while providing a live chat service. Concentrating on doing well in these ten criteria will help you be at the top of your game and ensure your customers have a great experience.



#### Live Chat Etiquette



#### Award Winning Social Media Interactions

This video help explain some of the key ways to provide excellent service while interacting on social media platforms - particularly Facebook.



#### SOCIAL MEDIA INTERACTIONS





## CRM AWARDS Content on LearningPlanet (page 2)

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### 1 Minute Video Techniques



Click on the image to go to the course



These 1-minute video techniques share three ways in which you can improve your skills in each of the 10 telephone criteria for the CRM Awards. Just click on the image to go straight to the video in LearningPlanet.



**Award Winning  
Telephone Techniques**

**Criteria 1:  
Time to Answer**



**Award Winning  
Telephone Techniques**

**Criteria 2:  
Professional  
Greeting**



**Award Winning  
Telephone Techniques**

**Criteria 3:  
Quality of  
Listening**



**Award Winning  
Telephone Techniques**

**Criteria 4:  
Call Control**



**Award Winning  
Telephone Techniques**

**Criteria 5:  
Product / Service  
Knowledge**



**Award Winning  
Telephone Techniques**

**Criteria 6:  
Sales Awareness**



**Award Winning  
Telephone Techniques**

**Criteria 7:  
Call Conclusion**



**Award Winning  
Telephone Techniques**

**Criteria 8:  
Overall Attitude**



**Award Winning  
Telephone Techniques**

**Criteria 9:  
Professionalism**



**Award Winning  
Telephone Techniques**

**Criteria 10:  
Value Add**