



International Customer Support Excellence – Using Cultural Intelligence

Training Overview

An important goal for any organization with a global presence is to provide excellent customer support, thus ensuring internal customer satisfaction. Cultural differences between the individuals providing the service and the customers can present a particular challenge to this goal. All cultures have their own communication styles and deal with such things as greetings, conducting meetings, writing emails, managing conflict, and negotiations in a variety of ways. So how can your local employees learn to successfully communicate interculturally with their customers regardless of which country they are from? By providing them with training that equips them with Cultural Intelligence and empowers them to address any cross-cultural exchange with the right understanding and skill set.

Course Objectives

- Having a strong awareness of your own culture as well as the cultures of your customers
- Developing an understanding of how your own culture and the cultures' of others affect the way people behave, communicate and react in a variety of daily situations within the customer support environment
- Utilizing specific skills that will enable you to understand the needs of your customers and adapt your communication style accordingly to ensure a favourable outcome
- Eliminating all bias or prejudice that will inhibit proper behaviour and effective communication between you and you customers

COURSE BENEFITS

- **UNDERSTAND** clearly the needs of your customers
- **DEVELOP** the ability to successfully convey your message across to your customers
- **LEARN** how to avoid and deal with conflict
- **IDENTIFY** best practices for providing customer support

WHO WILL BENEFIT

- **Staff** providing administrative support to internal users
- **Accounts/Expense** personnel liaising with customers on a regular basis
- **Executives** interacting by phone, email or in person with customers



CULTURE BOLEH!
GLOBAL TRAINING



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Course Outline

Module 1: Introduction to Culture

- Understanding what culture is and how it impacts customer support
- Getting to know our own culture
- Why develop Cultural Intelligence?

Module 2: Measuring Culture and Identifying Differences between Our Culture and Theirs

- Understanding the culture scale (power distance, high context vs low context cultures, collectivism vs individualism, relationship vs task and caution vs risk)
- Treating customers with respect according to their value system
- Building trust with customers
- Building on the similarities and adapting to the differences

Module 3: Strategies to Communicating Effectively with Our Customers

- Identifying differences in communication styles
- Creating a customer support experience that allows for clear communication within a high context cultural environment
- The 4R strategy to build understanding and avoid assumption
- 7 Keys to successful global/regional customer support

Module 4: Eliminating Bias as We Provide Customer Support

- 6 common blocks to cross-cultural communication
- Avoiding unconscious bias
- Building the right relationships with your clients and customers

What Our Clients Say

"I really liked how Steve adapted to Malaysian culture in providing this training."
- Accounts Payable Analyst

"I learned how to build trusting relationships with customers and delivering messages clearly in different ways."
- Accounts Payable Analyst

"We don't just need to understand others, we need to understand ourselves."
- Delivery Manager



Steve L. Muhs M.Ed.
Lead Trainer

PSMB Certified Trainer
Advanced CQ Certified Facilitator
Certified Executive Coach

Steve is a member of the global community and as such has enjoyed the opportunity to work with and train people from over 50 different countries. Having spent the last 15 years living and working in Malaysia, he hasn't just taught cultural awareness, he's lived it. Steve is an excellent communicator and has enjoyed working with a variety of organizations throughout Asia, designing and facilitating courses that have cooperatively met their objectives with great success.



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