

IDEALAGENT

Equip your agents to achieve IDEAL Dialogue



The way your agents are trained to communicate has everything to do with how your customers feel about your brand.

If you're trusting your reputation to the traditional agent-training programs, consider the content. Historically, call center training has been short-sighted. It has had more to do with what the servicing company had to say and very little to do with how customers perceive what is said.

As a result, customer satisfaction is an elusive reward in this business.

IDEAL Agent Takes a More Evolved Approach:

- Emphasis on IDEAL Dialogue to develop **Influential, Dedicated, Engaging, Articulate, Likeable** agents
- Perspective-shifting to train agents in how customers perceive their conversational habits
- Self-reflection exercises that prepare agents to lead comfortable, effective interactions
- Inter-cultural training that surpasses basic speech and geography lessons to drive true customer rapport

EACH IDEAL Agent course is customized to fit the needs of your call center environment. The entire program is designed to minimize off-floor time; it can be delivered in a single work week or over a series of dates.

IDEAL Agent ensures that the skills taught are maintained long-term. The program comes with reinforcement modules that can be delivered periodically after agents are certified IDEAL.

IDEAL agents understand their own communication styles and excel in customer engagement. They take ownership of the customer's experience and responsibility for your brand's good name. They take pride in their work, because they know they do it well.

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IDEAL AGENT AREAS OF EMPHASIS:



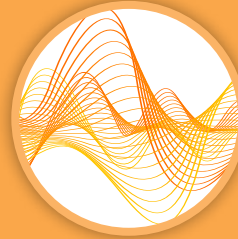
IDEAL Dialogue is a scientifically grounded method of communication that leaves customers feeling good about your brand.



Troubleshooting equips agents to handle service calls with emphasis on accuracy and efficiency.



Customer Engagement provides insight into the psychology of communication. A cross-culture edition trains agents to achieve rapport across boundaries.



IDEAL Agent Sales zooms in on the conversational habits that bring sales. It dissects the way an agent crafts conversation and links vocal behaviors to customer perceptions and responses.

IF having a reputation for great customer service matters to your company, IDEAL Dialogue is a must. The IDEAL Dialogue suite of selection, training, and strategy systems equips you to master the human component and lead your competitors in customer satisfaction.

IDEAL VOICE

IDEAL AGENT

IDEAL LEADER

MERCATOR id

IDEAL Agent can be administered at your site or The Ideal Dialogue Company's learning lab. Our train-the-trainer course provides training, testing, and certification for as many trainers as you require.

For a more thorough introduction to IDEAL Agent, email us at tellmemore@idealdialogue.com or call us at 1.800.648.5526. We can introduce you to the program in a half-hour conversation. We can set up your training in less than a week.

id IDEAL
DIALOGUE
COMPANY