Service Ready™ Core: Exploring Digital Conversations™

Program description

In **Exploring Digital Communications™** participants learn how to meet customers' key expectations and create positive defining moments using digital communications such as email, text, chat, and social media.

Modality

- 3.5 hours
- 3.5 hours
- 4 hours

Languages

- American English, Spanish (LATAM) / *Participant-facing materials only: Chinese (Simplified), French, German, Italian, Polish, Portuguese (Brazilian)*
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- American English

- **Audience:** Employees supporting internal or external customers

Learning objectives

- Explores growing importance of digital communication channels and impact of social media.
- Communication channels in use.
- Creating successful digital communications.
- Projecting a professional tone.
- Analyzing social media: case studies.

Skills

- Understands of different communication channels
- Creates customer emails that are positive, professional, clear, and concise
- Meets key customer expectations
- Practices prudent guidelines when using social media
- Leverages digital communications with customers

Instructor-Led Training

Virtual Instructor-Led Training

Digital / E-learning