



MANAGING TELEPHONE AGGRESSION

Benefits

- ✓ **REDUCE** the negative human, social and financial impact of workplace violence.
- ✓ **INCREASE** workplace harmony and the feeling of safety and wellbeing.
- ✓ **REDUCE** the stress effects associated with aggression and violence, which can impact staffs behaviour and performance.
- ✓ **COMPLIMENT** current skills and processes that are proven to be effective in dealing with aggressive or challenging behaviours.
- ✓ **IMPROVE** staff's capability to maintain a positive mindset and engage rational thinking and decision making in challenging circumstances.
- ✓ **EMPOWER** staff with improved situational awareness skills to better manage challenging settings with confidence.
- ✓ **IMPROVE** staff's capability to communicate more effectively with influencing and appealing style language
- ✓ **IMPROVE** your organisations brand reputation and professional image.
- ✓ **ENHANCE** compliance with national work health and safety statute laws & common law due diligence obligations



About This Training

For many organisations, the telephone is a key medium for customer contact and customer support, making it a very important business tool. Telephone interactions can define the customer's view of your organisation in terms of its 'levels of service, provision of support, brand and reputation.

How can staff still manage their own wellbeing whilst creating the best experience possible for customers when situations are fuelled by frustration, dissatisfaction, confusion or uncertainty? This is a time when customers are more likely to display unreasonable, and at times, abusive behaviours? It can also be highly stimulatory for staff, the outcome of which can have a variety of negative impacts, and can define a customers view of your organisation, including your commitment to service.

This training builds empathy and deepens understanding of factors that may contribute towards a customers affected behaviour. It enables staff to interact in a more calm, respectful and productive way. The training takes participants through the fundamental tenets of communication that are so important over a medium that lacks physical presence, and advances their skills in de-escalation, negotiation and persuasion over the phone.

The training provides a toolkit of processes and techniques that have evolved over more than two decades of development and operational practice.

The CARM® Approach, which sits at the core of this training, will empower staff with a robust, reliable and effective process, enabling them to comfortably engage customers over the phone in adverse conditions where others fail, and achieve results that others can't.

Our award winning approach will put your staff and organisation at the forefront of excellent service.

Why CARM Training

- ✓ A robust and proven approach, since 1996 for managing the risk of workplace violence and helping improve the way people communicate.
- ✓ Training design, frameworks and models developed and delivered by specialists.
- ✓ Highly qualified team with more than two decades of risk management consulting and training experience, underpinned by a range of academic qualifications.
- ✓ Subject matter experts drawing on their expertise from operating in high risk environments, working with high performing teams, and helping customer focused businesses achieve outstanding outcomes, particularly in situations involving adversity, pressure and stress
- ✓ Award winning training solutions for training excellence in workplace violence.

Studies

Some facts about telephone aggression

- Comcare - Abusive and/or aggressive calls are likely to cause some level of distress. The impact will depend on:
 - The severity of the abuse,
 - The frequency of abusive calls &
 - The availability of support following an abusive call.
- Frequent abusive calls involve a risk of psychological harm to the employee. If employees feel unsupported, this may lead to low morale resulting in a higher rate of work absence and increased turnover in staff. Supervisors need to be aware of how to deal with such incidents.
- Call centre workers are continually worn down by racist abuse and sexual harassment from angry customers.
- If customers verbally attack employees, a 'spiral of incivility' (Andersson & Pearson, 1999) may occur where the hostile customer arouses anger in the employee, who must regulate his or her response or risk venting at the customer.
- Anxiety, lethargy and depression are essentially stress driven emotional and psychological issues that call centre staff experience.

Safe Work Australia (SWA) report

- **Key risk factors** for workplace violence:-
 - communicating face-to-face with customers;
 - working in isolation;
 - working offsite or in the community;
 - working in unpredictable environments;
 - service methods that cause frustration, resentment or misunderstanding;
 - providing care or services to people who have unreasonable expectations;
 - enforcement / compliance activities.
- **Strategies** for the prevention and management include:-
 - Training workers so they are aware of what to do if faced with potentially violent situations.
 - Training should help workers to predict and know how to prevent and manage aggression or situations where they could be assaulted.

Topics Covered

Module 1: Factors Influencing Aggressive Behaviours

- Explores reasons and triggers for anger and aggression – identifying motivations and contributing factors that underpin certain behaviour

Module 2: Telephone Environment

- Explores the unique interpersonal dynamics of non-physical, voice to voice engagement and how this contributes to the application of meaning over this communication medium

Module 3: Determine

- Focused on decision making to determine if and where opportunities might exist to pursue a productive outcome or otherwise when a situation might be better served with respectful closure

Module 4: Defuse

- The CARM® Approach framework for de-escalation. Incorporates competencies to enable a de-escalation mindset, and combines this with key communication skills in the areas of demeanour and influencing language



Module 5: Disengage

- Focused on an exit strategy. Applying an appropriate, effective, respectful and justifiable approach to terminating calls when necessary.

Training Solutions

- **Facilitated sessions** (Duration: 1 day)
 - Delivered in-house to workplace groups or delivered as coaching sessions to individuals
 - For frontline workers in customer service and call central roles, including team leaders, supervisors and managers
- **Compatible E/M-Learning:** Refer brochure on “Managing Aggressive Behaviours” e/m Learning program. It contains knowledge and skills transferable to a range of settings involving the management or aggressive behaviours.
- **Blended learning** options available. Learning strategy designed in conjunction with e/m learning “Manage Aggressive Behaviours” program.

CUSTOMISATION: Our training solutions are contextualized to meet your specific learning & skill development needs, including your industry, operating environment, business and risk management profile.

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