

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

Subject: BUSINESS ENTREPRENEURSHIP - III (C 51711)

Semester: V

Year: 2021-22

BE III Sem V Skill Development IBM Course - (Entrepreneurial Skills)

NAME: SONALI SUDAM SHRIKHANDE

CLASS: T.Y.B.COM 'B'

ROLL NO.: 4488

SUBJECT: BUSINESS ENTREPRENEURSHIP III

ASSIGNMENT 1

SKILLS BUILD LEARNING (IBM)

❖ CUSTOMER ENGAGEMENT COURSE

▪ INTRODUCTION

This course is to help us to know the journey to become a customer service representative.

The course consists of 4 parts as follows:

1. Communication Skills
2. Personality Dynamics
3. Problem Solving
4. Process Controls.

➤ COURSE 1

▪ COMMUNICATION SKILLS

1. You are what they hear.

- a) How to build rapport with customers.
- b) Why smiling, tone, and nonverbal cues are important.

2. Clear and concise information.

- a) Strategies to use to understand the problem the client is experiencing.
- b) How to ask clear and concise questions.
- c) Keeping things simple.

3. Just the facts.

- a) How to get to the facts to lead customers through fact-based resolution.
- b) Dealing with information overload.

Rama Venkatachalam

Dr. Rama Venkatachalam

Teacher Incharge



J.R.

Principal Incharge
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