

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

B.Com.
Subject: BUSINESS ENTREPRENEURSHIP - III
Semester: V
Year: 2021-22

(C 51711)

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.B.
Principal Incharge
St. Mira's College for Girls