

# Call Center Management: Servicing at Call Centers

## 2 Day highly interactive Workshop

“When call center also means transmitting large volume of calls at a daily basis, not being well-trained also means transmitting large volume of negative impact to the marketplace.”

### Course Description

Callers have certain expectation. When caller's expectations are not met, frustrations ensues, which then escalates to outright anger depending on how well the servicing staff handles the call. It is also common occurrence at call centers acting unprofessional to put the callers on the defense.

Companies and organizations use call centers to receive and transmit large volume of calls. The call centers are primarily used to answer queries, provide service support, tele-market, solicit, and collect debts.

### Course Objectives

This Training is designed specifically in 3 parts for effective learning:

#### 1. Pre-workshop (1-day)

- **Objectives:** Identify individual's training needs, self awareness to take ownership of the learning curve, mindset change & alignment to create / maintain a happy workplace culture that promotes team cohesiveness and productivity.

#### 2. Skills Training Workshop (2-day)

- **Objectives:** Acquire essential skills in handling calls and enhance professionalism at call center; extent of skills to be acquired is dependent from the outcome from the Pre-Workshop. Individuals are tracked at end of this 2-day Workshop against the self assessment completed at Pre-Workshop.

#### 3. Post-workshop (over 1-month period after the 2-day Skills Training Workshop)

- **Objectives:** To assess same individuals on their incoming calls' performances for the effectiveness of their learning curve.
- **Method:** Unscheduled calls to call centers to assess the performances of individuals and written report of individual provided at end of 1-month on individual's learning effectiveness.

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### Target Audience

Specifically for staff in call centers. This training is also applicable to whoever answers the phone servicing internally.

### Course Content

#### A. PRE-WORKSHOP – 1 Day

##### 1. CHALLENGES IN CALL CENTERS

- Participants share their challenges and through experiential exercises learn of their own strengths & weaknesses to be in call centers.

##### 2. ATTITUDE IN SERVICING – Experiential Exercises cover:

- Importance of Servicing
- Basic Elements of Attitude & Servicing
- Importance of Servicing Attitude & Factors affecting Servicing Attitude
- The "Boleh" Attitude

##### 3. WORKPLACE CULTURE IN CALL CENTER – Experiential Exercises cover:

- Values in Call Center
- Align Workplace Culture to Core Values
- Create Happy & Performing Call Centers

##### 4. CONCLUSION / SUMMARY

- Career & Professionalism in Call Centers

#### B. SKILLS TRAINING WORKSHOP – 2 Day

##### 5. LISTENING – Experiential Exercises cover:

- Why Listen?
- Hearing Vs Listening
- Comparison of Communication Activities
- Why don't we listen better
- Tips to Better Listening Skills

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**6. QUESTIONING** – Experiential Exercises cover:

- Open-ended & Close-ended questions
- Format to solicit necessary information in order to serve callers
- Emotions in questioning

**7. RESOLVING CHALLENGING SITUATIONS** – Experiential Exercises on handling upset / difficult / angry / irate callers:

- The Psychology and Psychological Profiles behind Callers' Negative Behaviours
- Strategies for Successful Handling these Callers
- Complaints' Concept & Handling
- Provide & Deliver Required Information to Callers

**8. TELEPHONE SKILLS** – Experiential Exercises cover:

- Build rapport and connect with every caller
- How to project warmth through tone of voice & key words
- Controlling tone and mood of the call

**9. CALL HANDLING** – Experiential Exercises cover:

- Warm transfer for seamless callers' experiences
- Maintain caller's connection
- Call structure
- Empathy - Putting yourself in caller's shoes

**10. CONCLUSION / SUMMARY**

- Don't Win in each call

## Methodology

Full participation is compulsory in this energized and fun filled training. Individual, team activities and role plays are included.

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