

CALL CENTRE OPERATIONS

1. COURSE OVERVIEW

For majority of organisations, the call centre is their main point of contact. Customer service advisers and telesales agents need to be well organised, respond positively to customers, deliver a great experience and provide the solution callers expect. To do this, they need confidence, telephone skills that build rapport with customers, an ability to uncover and meet callers’ needs, plus spot potential additional revenue through cross selling and up selling. Our Call Center course will equip call center employees with the knowledge to handle a variety of situations that constantly arise in a busy environment. Learners are guided through a series of essential communication techniques and strategies.

2. KEY TOPICS AND OUTCOMES

- Delivering high quality customer service and sales support over the telephone
- Making a great first impression using verbal and non-verbal communications
- Building rapport with customers on the phone, being friendly, helpful and empathic
- Understanding customers, their needs and expectations, and how to offer solutions that meet their needs
- Dealing with difficult customers, diffusing emotions and keeping calm to solve the problem quickly
- Recognising sales opportunities while handling an inbound service call and the confidence to proactively and positively respond to the lead
- Making effective outgoing calls that reach the decision maker and lead to a sale

3. SUMMARY OF THE COURSE SHOULD PROVIDE

Skills Level	Introduction
Unit Standard Alignment	
Duration of the course	40 hours
Number of Modules	3

Learning Aids	Videos Webinars
Type of Certificates Issued	<ul style="list-style-type: none"> <li data-bbox="831 277 1164 304">• Certificate of completion
Accreditations	N/A