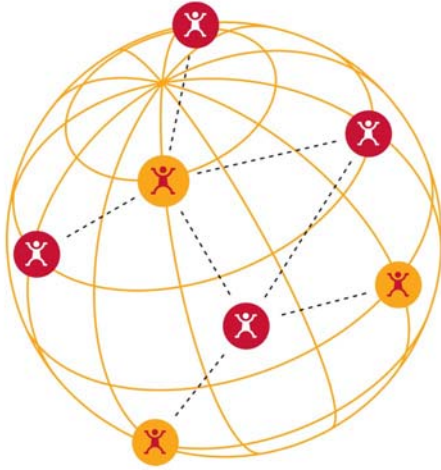


TRAINING PROGRAM OUTLINE



MKG-102E CALL CENTERS & CUSTOMER SERVICE IN CALL CENTERS

DESCRIPTION

A 10-day Training Program to provide participants with key call center management techniques as well as methodologies and tools to offer top-quality customer service through call centers.

OBJECTIVES

- Present key concepts of customer service
- Present the evolution of call center activities and the role of call centers in providing excellent customer service
- Identify the functions of a call center and the process for setting up a call center
- Provide an understanding of the key activities and mindset to satisfy and retain customers
- Show the link between quality of service and customer satisfaction
- Present the importance of customer service excellence and its impact on profitability
- Present the technologies used in call center activities
- Present leadership concepts and styles pertinent to the call center environment
- Present how to effectively manage call center employees



- Identify the customer service information requirements of executives

TOPICS

- Customer service
 - Definition
 - Importance
 - Cost of acquiring new customers
 - Creating a customer care culture
 - Going the extra mile
 - Ten golden rules of customer care
- Call centers
 - Definition
 - Evolution and the role of call centers in delivering customer service
- Call center fundamentals
 - Setting up a call center
 - Financial analysis
 - Resource management
- Customer service management
 - Setting service levels
 - Achieving service levels
 - Analyzing reports
- Customer satisfaction and quality of service in a competitive environment
 - Customer satisfaction
 - Quality of service
 - Quality assurance
 - Service level agreements
- Customer management
 - Understanding customer requirements
 - Creating customer vision



- Dealing effectively with customers
- Customer retention

- Call center technology
 - Service and information technology
 - Call load and staffing
 - Call handling strategies and tools
 - Employee monitoring tools

- Leadership in call centers
 - Building the leader within
 - Synchronization and harmony within work teams
 - Creativity in work teams
 - Time management
 - Communication with employees
 - Behavioral-style leadership coaching
 - Managing employee satisfaction

- Human resources in call centers
 - Recruitment of the right employees
 - Training W5 (who, what, when, where, why)
 - Employee motivation
 - Stress management
 - Employee performance evaluation
 - Turnover reduction

- Communicating customer service information to executives
 - Information requirements of executives
 - Communication with executives
 - Positioning ideas during meetings



TARGET AUDIENCE

- Telecommunications call center front-line team leaders, supervisors and managers working in fields related to customer service
- Managers looking to complement their skill-set by gaining a better understanding of customer service and call center key success factors

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

