



MKG-102 - Call Centers & Customer Service in Call Centers

Description

This course is also available as a live distance learning course

A 5-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

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.

- **Dynamic and interactive presentations**
- Covering **key concepts** in a **concise** manner

Presentations



- **Presentation** of a given situation
- **Analysis**
- **Recommendations & course of action**

Case studies



- **Real-life examples** illustrating **key concepts**
- Focusing on **recent events**

Recent examples



- **Individual and group work** to practice using the tools acquired during the course

Hands-on workshops



- **Discussions** about **on-the-job situations** faced by participants
- **Sharing of experiences**

Group discussions



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

... Telecom Leaders Use Neotelis. Don't Get Left Behind! ...



4802 de Verdun St, Office #1, Montreal, QC, H4G 1N1 Canada
Tel: +1 514 281 1211 Fax: +1 514 281 2005
info@neotelis.com