

## 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**

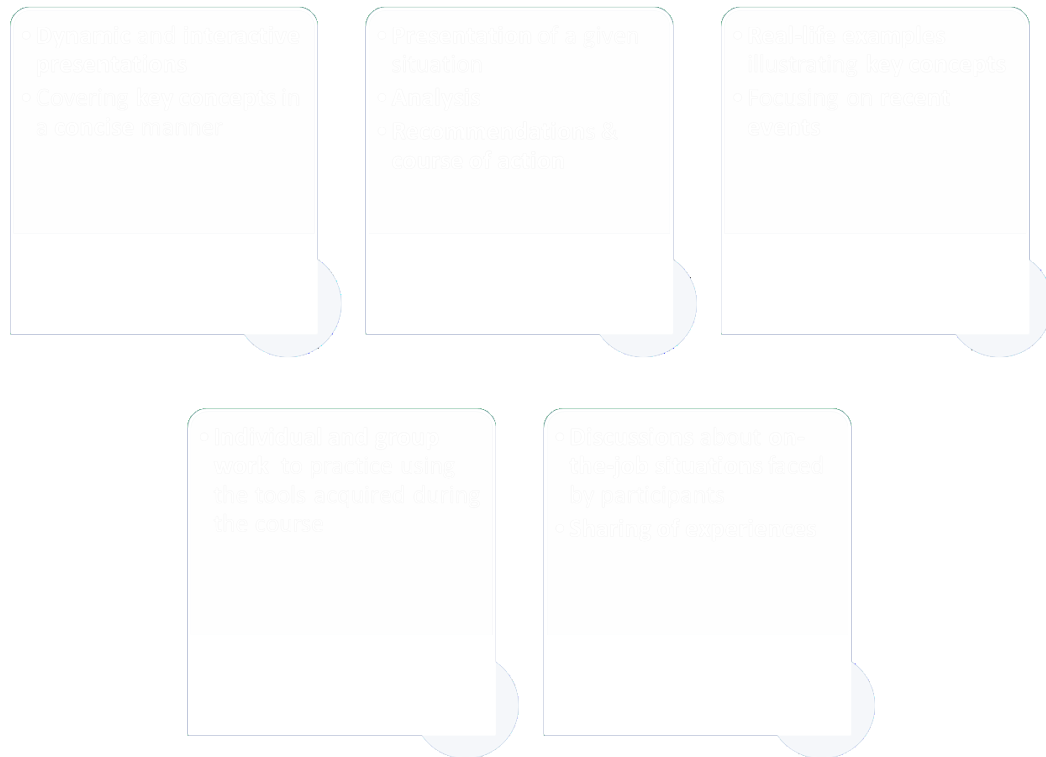
- Information requirements of executives
- Communication with executives
- Positioning ideas during meetings

### **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.



## Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto: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](mailto: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.

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