

Skills & Knowledge Foundation for Agents

Designed for novice agents, this course will provide an essential understanding of why a contact centre is so important to your organisation and how, as individuals, they contribute to both the success of your centre and your business as a whole

Section 1: The Dynamic Contact Centre

A fundamental overview for novice agents that builds a solid foundation in the language and basic measurement of contact centres and the agent's role in the success of the operation.

Designed for contact centre agents, or anyone new to the contact centre world, who needs to quickly get up to speed on the everyday operations, communications and functions of the centre, including:

- Understanding the value that their work provides to customers, the organization and employees
- Learning the key terms and acronyms that are part of the everyday language of the contact centre
- Identifying the key contact centre measurements and how the agent has an impact on each
- Measuring agent success in two key categories

Beyond answering the phone, a new contact centre agent may not always understand what's behind the everyday business of running a successful contact centre. Through ICMI's The Dynamic Contact Centre course, agents who are new to the environment will gain perspective on why the contact centre is important to the organization and how their role as an agent contributes to the success of both centre and the company.

Agents will begin with a definition of the contact centre as a coordinated system of people, processes, technologies and strategies,

and discover how this system supports the organization's mission statement. They'll understand how the centre functions as a hub of multi-channel communications for the entire organization and how these communications support the mission of the organization. Most importantly, they'll understand the value that the contact centre, and their role within the contact centre, provides to customers and the organisation.

Agents then focus on "speaking the same language," with an in-depth review of the key terms and acronyms that are unique to contact centre operations. They'll review the terms, concepts and definitions that relate to people, technology and operations, as well as the basic calculations and importance of each term. They'll put all the pieces together to discover how call centres measure success with a basic understanding of the five key categories of contact centre measurement. They'll recognize how all the measurements interrelate. Each key measurement is broken down by how it is measured overall and steps each agent can take to personally make an impact on the measure.

Finally, they'll focus on key performance objectives for individual agents that directly affect the success of the contact centre. They'll look at how to measure their success as an agent by doing the right things at the right times via quality monitoring and adherence to schedule.



QPC Educational Services

For over 20 years QPC has been working to create training and qualifications for those within customer service and contact centres who carry out business critical operational functions. Our aim is simply to give organisations the reassurance that personnel have the skills they need to carry out their roles effectively and reward individuals with the professional status they deserve.

Within the Middle East and Africa QPC work with the ICMI whose courses are amongst the most recognised and respected within the region and across the world. So, they will not only help you to gain the essential skills you need to improve your contact centre's performance, but also support your career development too.





Section 2: Managing Customer Contacts with Quality

Build agent confidence and higher customer satisfaction through basic phone etiquette and call handling techniques.

Positive customer contacts begin at the moment of connection with an agent. Through ICMI's Managing Customer Contacts with Quality course, agents will learn and practice the skills they need to be calm, courteous and effective ambassadors for the organization.

Agents will explore the challenges of non-face-to-face interactions and learn strategies for phone etiquette and courtesy that will start each call with a good first impression and finish each call with a satisfied customer. They'll learn and practice the components of successful greetings and closings, as well as the proper ways to place calls on hold and to transfer calls.

Agents will understand that it is not just what they say to customers but how they say it. They'll explore how tone affects communication during the entire call and master the six voice variables that provide the best customer service. Agents will practice controlling the most important tool they bring to the contact center everyday: the voice.

More important than speaking, agents will understand that listening to the customer is critical to providing the best service. By using the five keys to effective listening, they'll hone their listening skills.

Once they have listened to the customer, agents will learn how to take control of the call and keep control by asking the right questions to deliver the best solution in the most efficient manner. They'll recognize instances when the customer has taken control of the call and practice strategies to regain control to balance

customer satisfaction while managing agent handling time. Agents will master presenting a solution to the customer using a three-part strategy that moves each call to successful resolution with high customer satisfaction.

Designed for novice agents who are new to telephone contact with customers or for those whose need fine-tuning in the basics of:

- Using courtesies, etiquette and positive language to make each customer contact smooth and pleasant.
- Using correct techniques for greetings, closings, holds, transfers and call backs.
- Mastering voice tone and inflection to boost effective communication on each call
- Learning the five keys to effective listening.
- Controlling calls and how to regain control for better agent handling times.
- Presenting solutions that assure customers they have had the best service and experience with the organization.

Targeted career development

To make it easier to understand whether courses are suitable for you, and how they will support your career development over time, they have been put into one of 3 tracks: Manager, Supervisor and Agent.

A fundamental overview for novice agents that builds a solid foundation in the language and basic measurement of contact centres and the agent's role in the success of the operation



Course outline

1: The Dynamic Contact Centre

Unit 1: What Is a Contact Centre?

- Defining a contact centre
- Understand the contact centre as a hub of communication
- Learn how the contact centre supports the mission of the organization
- Learn the value of the contact centre to the organization and to the customers
- Learn how agents contribute to the organization through the call centre

Units 2 and 3: Terms and Acronyms

- Define and use foundational terms, abbreviations, and acronyms

Module 4: Measuring the Contact Centre's Success

- Defining Success
- Identify five key categories of contact centre measures
- Learn about agents' impact on the five key categories and how that impacts the organization

Module 5: Measuring Your Success

- Identifying the two key categories for measuring agent success

2: Managing Customer Contacts with Quality

Unit 1: Courtesies, Etiquette and Positive Language

- Phone courtesies
- Discover the appropriate etiquette when addressing callers, placing callers on hold, transferring a call, making a callback, and closing a call
- Word choice impacts how your message is received

Unit 2: Greeting, Closing and the Impact of Tone

- Components required to effectively greet the caller
- The impact of tone of voice on communication during the call
- The most important tool the agent brings to the contact centre every day: the voice
- Using the six voice variables appropriately

Unit 3: Effective Listening

- The importance of good listening skills
- Five keys to effective listening and how to use them

Unit 4: Controlling the Call

- Closed and open questions
- Recognise when the customer has taken control and regain control of the call

Unit 5: Presenting the Solution

- Use the three parts of the solution effectively during the inbound call

Locations, dates and prices

Public courses take place at various locations across the MEA.

For current dates and prices please go to: www.qpc.com/mea/Products/Training/ICMI

Private courses can be provided at your location by special arrangement. Please contact us for further details.

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact centre.

ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.

QPC - customer service transformation

QPC Europe
Birmingham GB
+44 (0)870 242 1097
sales-eu@qpc.com
www.qpc.com/eu

QPC Asia Pacific
Melbourne AU
+61 (3) 9239 5600
sales-ap@qpc.com
www.qpc.com/ap

QPC Middle East & Africa
Dubai AE, Joburg ZA
+971 (0)4 705 0001
sales-mea@qpc.com
www.qpc.com/mea

QPC Americas
Manchester US
+1 603 296 1442
sales-na@qpc.com
www.qpc.com/americas

