



# CONTACT CENTER PROFESSIONAL

Diverse

Inspiring

Real world

Paradigm  
changing

Fun

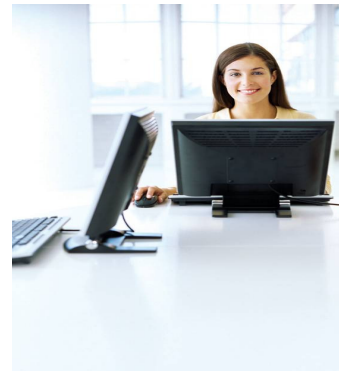
Practical

## Overview

In today's highly competitive environment, customer service is a critical differentiator that improves customer retention and builds loyalty. At the point of service, an organization has the customer's full attention. It is an outstanding opportunity to demonstrate how individual customers are valued, deepen relationships and ensure customer retention.

Your customers contact your organization every day letting you know how you can improve your business. Analyze them, as they took the time to let you know what is going on. Many customers disappear without making that call.

This module is developed for BPO (Business Process Outsourcing) contact center professionals. This is a comprehensive program that provides the foundation required for the day-to-day skills required as a contact centre professional.



## Participants will:

- Explore the personal paradigms, attitudes and motivators that influence caller behavior  
Learn how to assess customers' preferred communications styles
- Practice steps in the contact resolution process, including effective listening, response and conflict management skills
- Apply newly-learned skills that result in quality, efficiency, and professionalism throughout customer interactions

## Learning Outcome

At the end of the training program, the participants are able to:

- Define what BPO is;
- Explain why companies outsource;
- Identify what a Contact Center is and its types;
- Enumerate what the key positions in
- Contact Centers are and what they do
- Realize the roles and responsibilities of a Contact Center Professional (CCP) and
- Define some of the call center jargons

## Program Outline

### Module 1

A tour to BPO Industry

### Module 2 & 3

The Art & Heart of Customer Service

### Module 4

Fundamental of Professional Speaking Skills

### Module 5

Basic Foundation for Interview

## Training Methodology

The training methodology will include assessment, short lectures, role plays, games, activities, presentations, discussion and with continuous evaluation and real time feedback.

## Medium of Delivery

English Language