

PROPOSED CURRICULUM PLAN
CALL CENTER - CUSTOMER CARE AGENT

PROGRAM ENTRY REQUIREMENTS

- Minimum score of Level 3 on WorkKeys: Reading, Math, Locating Information. (Those who achieve borderline scores in an area other than reading will be provided tutor-supported remediation to increase those scores and qualify for program entry.)
- Those who score below 3 in reading must be referred to an appropriate literacy program.

PREFERRED EXPERIENCE

- Experience in retail industry or other customer service interaction.
- Experience in a clerical position which includes use of computer.
- Experience in a production environment + computer literacy

#	Topic	Objective	Hours
I.	GENERAL INTRODUCTION	To provide an overview of the call center industry and an understanding of the role of a customer care agent. <i>NOTE: Role Plays will be required for each class, based on case studies within call centers and relevant industries.</i>	
I.a.	Call Center Intro	Understand the overall structure of a call center, its functions and roles, and typical customer interactions	2
I.b.	Call Center Technology	Understand how calls are delivered to a call center, the types of technology used vs. transfer of skills, and the dynamics of call flow, including conflicts and interruptions	2
I.c.	Call Processing	Learn the stages of the customer contact process and performance factors on which metrics are based	2
		<i>Call Center Intro Totals</i>	6 hours
II.	ESSENTIALS OF CUSTOMER CARE	To provide soft skills training which will include communication skills, behavioral techniques for service industry, and conflict intervention protocols.	
II.a.	First Impressions	Understand what influences a customer's service perception; practice professional greetings and voice control (tone, pacing, pronunciation, etc.) WIN Interpersonal Skills module option.	Self-directed
II.b.	Customer Care Skills: Active Listening	Use key actions and active listening techniques to determine customer needs. WIN Listening and Speaking module option. WorkKeys Listening assessment included.	self-directed

II.c.	Interpreting Information and Asking Appropriate Questions	Understand different types of questions and their purpose in order to correctly interpret information and accurately reflect the situation. Practice role play. Use skills in simulation.	4
II.d.	Providing Feedback and Difficult-to-hear Information	Develop skills which encourage appropriate feedback and allow the customer to receive difficult information while maintaining a caring customer relationship. Use skills in simulation.	4
II.e.	Handling Angry or Emotional Customers	Develop skills which defuse emotion, establish balance, and guide to customer toward resolution. Use skills in simulation.	4
II.f.	Time Management & Self Management	Learn skills that help to alleviate on-the-job stresses; avoid taking the job home. WIN Self Management & Resource Management options	Self-directed
		<i>Essentials of Customer Care Totals</i>	Appr. 30

#	Topic	Objective	Hours
II.	Computer Proficiency	To gain a basic familiarity with computers and software applications representative of those used in call centers. <ul style="list-style-type: none"> <i>Online supplemental activities will be used to provide diverse learning opportunities.</i> 	
II.a.	Intro to Computers	To become proficient with computer terminology, mouse techniques, screen formats, and Windows environments	6 hours
II.b.	Intro to Internet	To learn basic Internet search techniques for learning activities and on-the-job research.	6 hours
II.c.	Keyboarding Skills	To gain knowledge of appropriate hand placement, and ergonomic principles, and achieve accuracy in text input	18 hours
II.d.	Data Entry Skills: numeric keypad	To develop proficiency with data input and achieve goal of 5000 KPS alphanumeric with self-directed practice.	6 hours
II.e.	Intro to Word Processing	To become proficient with word processing applications (WordPad, NotePad or MS Word); to achieve a proficiency of 40 wpm (entering text) with self-directed practice	18 hours
II.f.	Intro to Databases	To become familiar with database screens, fields, and general data input. Practice using several different databases.	18 hours
II.g.	Intro to Outlook	To learn to use email, organize folders, perform	12 hours

		common tasks necessary for both inbound and outbound communication.	
		<i>Computer Proficiency Totals</i>	84 hours
	SUMMATION PROJECT	RECOMMENDED: Simulation of call center operations, using case studies and team modeling. Further discussion required.	
IV.	VALUE-ADDED COURSEWORK (Optional)	To provide knowledge and modeling opportunities for professional business behaviors and critical thinking skills.	
IV.a.	Problem solving and decision making	Explore and learn to use process-based resolution techniques in order to provide optimal solutions to customer complaints and team challenges.	6 hours
IV.b.	Teamwork	Learn to ask for help, share feedback, and interact with other team members to produce the greatest gain for the organization, agent, and customer.	6 hours
IV.c.	Putting Your Best Foot Forward	Understanding the importance of professional appearance; defining appropriate on-the-job and interview behaviors; creating your 60-second commercial; understanding interviewing process. Practice using listening and feedback skills to get results from your interview.	12 hours
IV.d.	Introduction to Targeted Industry	Aimed at acquainting those who would like to enter a call center environment within a specific industry (financial, healthcare/insurance, sales/retail, telecommunication, et al.)	6 hours

Total hours without value-added options or recommended simulation =
Approx. 120 (4 weeks @ 6 hrs per day)

TRAINING
PROCESS
FLOW

