MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CONTACT CENTRE & CONTROL ROOM OPERATOR TRAINING

"Deliver Exceptional Customer Service and Operational Excellence at the Frontline"

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 17 Sep 2026	Doha, Qatar	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Contact centres and control rooms are the operational heart of many organizations, managing customer interactions, critical communications, and real-time operations. This intensive 5-day course equips operators with the technical, communication, and situational management skills necessary to ensure efficient service delivery, manage high-pressure situations, and uphold organizational reputation.

Participants will learn best practices in handling calls, using systems, following protocols, and managing stress, all while maintaining high standards of professionalism, clarity, and responsiveness.

Objectives

By the end of this course, participants will be able to:

- Understand the key roles and responsibilities of contact centre and control room operators.
- Apply effective communication and active listening techniques.
- Use systems and tools efficiently to handle diverse customer or operational requests.
- Manage stress, prioritize tasks, and maintain focus under pressure.
- Ensure compliance with organizational standards, policies, and protocols.

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Why Attend

- Improve frontline performance with practical tools and techniques.
- Learn how to de-escalate difficult situations and maintain professionalism.
- Enhance system navigation, call handling, and documentation skills.
- Build resilience and stress-management strategies.
- Boost team effectiveness and support continuous service improvement.

Target Audience

This program is designed for:

- Contact centre operators, customer service agents, and call handlers.
- Control room operators in utilities, transportation, security, and emergency services.
- Supervisors and team leaders overseeing frontline operations.
- New hires looking to build foundational operational and communication skills.
- Organizations seeking to improve the performance and reliability of their contact or control centres.

Individual Benefits

Key competencies that will be developed include:

- Effective verbal and written communication.
- Active listening and empathy in customer or operational interactions.
- Efficient multitasking using communication and control systems.
- Emotional intelligence and stress management.
- Adherence to quality standards, KPIs, and protocols.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer satisfaction and response times.
- Greater consistency and reliability in operational performance.
- Enhanced ability to handle high-stress and high-volume environments.
- Stronger alignment with service-level agreements (SLAs) and KPIs.
- Increased resilience, adaptability, and morale among frontline staff.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Expert Presentations – Providing foundational knowledge and industry insights.
- Interactive Role-Plays – Practicing real-life call and control room scenarios.
- Group Exercises – Building teamwork and shared problem-solving abilities.
- System Simulations – Navigating tools and technologies used on the job.
- Coaching & Feedback – Strengthening individual performance through guided feedback.

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Operator Roles and Foundations

- Module 1: Introduction to Contact Centres and Control Rooms
- Module 2: Key Roles, Responsibilities, and Service Standards
- Module 3: Communication Skills and Active Listening
- Module 4: Overview of Systems, Tools, and Workflows

Day 2: Core Call & Interaction Handling

- Module 1: Handling Inbound and Outbound Calls
- Module 2: Escalation Procedures and Problem Resolution
- Module 3: Call Documentation and Logging Best Practices
- Module 4: Interactive Exercises – Role-Plays and Feedback

Day 3: Managing Challenges and Stress

- Module 1: Working Under Pressure and Managing Workload
- Module 2: Stress Management and Emotional Intelligence
- Module 3: Dealing with Difficult Customers or Situations
- Module 4: Practical Exercises – Simulating Challenging Scenarios

Day 4: Operational Excellence in Control Rooms

- Module 1: Protocols and Procedures for Real-Time Operations
- Module 2: Monitoring Systems and Emergency Handling
- Module 3: Coordination and Communication Across Teams
- Module 4: Workshop – Developing Quick Decision-Making Skills

Day 5: Performance, KPIs, and Continuous Improvement

- Module 1: Understanding KPIs and Performance Metrics
- Module 2: Aligning with Organizational Standards and SLAs
- Module 3: Self-Assessment and Personal Improvement Planning
- Module 4: Final Exercise – Simulated Full-Shift Operations

Certification

Participants will receive a Certificate of Completion in Contact Centre & Control Room Operations, confirming their mastery of core skills, systems, and professional standards needed for successful frontline performance.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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