

CALL CENTRE EXCELLENCE

“Deliver Outstanding Customer Service and Maximize Call Centre Performance.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

Call centres are the frontline of customer interaction, representing the organization’s brand and shaping customer perceptions. Excellence in call centre operations ensures high customer satisfaction, loyalty, and operational efficiency.

The Call Centre Excellence course equips participants with practical skills, strategies, and techniques to handle customer interactions professionally, resolve issues effectively, and enhance overall service quality. Participants will learn to manage calls efficiently while maintaining a positive customer experience.

Objectives

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

- Understand the role of call centres in customer satisfaction and business success.
- Develop effective communication skills for handling inbound and outbound calls.
- Apply active listening, empathy, and problem-solving techniques.
- Manage challenging customer situations professionally and calmly.
- Implement best practices for call handling, scripting, and workflow management.
- Measure performance and track key call centre metrics.
- Use technology and tools effectively to enhance call centre operations.
- Foster teamwork, motivation, and a customer-centric culture.

Why Attend

This course is essential for call centre agents, supervisors, and managers aiming to elevate service standards, improve customer interactions, and enhance operational efficiency. Participants will gain practical, actionable skills to deliver exceptional service consistently.

Target Audience

This course is suitable for:

- Call Centre Agents and Customer Service Representatives
- Team Leaders and Supervisors
- Call Centre Managers and Operations Staff
- Customer Support and Helpdesk Professionals
- Professionals involved in client relations and service delivery

Individual Benefits

- Improve communication, problem-solving, and customer handling skills.
- Gain confidence in managing difficult or escalated calls.
- Learn techniques to enhance customer satisfaction and loyalty.
- Develop personal efficiency and productivity in call handling.
- Increase professional credibility and career advancement opportunities.
- Acquire skills to contribute to team and organizational success.

Organizational Benefits

- Enhance overall call centre performance and customer satisfaction.
- Reduce customer complaints and improve retention rates.
- Streamline call handling processes and workflow efficiency.
- Strengthen team collaboration and employee motivation.
- Improve brand image through consistent, high-quality service.
- Support data-driven decision-making through call metrics and reporting.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on call centre best practices and service standards
- Role-playing exercises for inbound and outbound call handling
- Workshops on effective communication, listening, and problem-solving
- Case studies of successful call centre operations
- Group activities for teamwork, motivation, and customer-centric culture
- Continuous feedback, coaching, and Q&A sessions for applied learning

Course Outline

- Module 1: Introduction to Call Centre Operations and Excellence
- Module 2: Communication Skills - Verbal and Non-Verbal Techniques
- Module 3: Active Listening and Empathy in Customer Interactions
- Module 4: Handling Complaints, Escalations, and Difficult Customers
- Module 5: Call Scripts, Process Adherence, and Workflow Management
- Module 6: Using Technology and CRM Tools Effectively
- Module 7: Measuring Performance - KPIs and Call Metrics
- Module 8: Enhancing Customer Satisfaction and Loyalty
- Module 9: Team Motivation, Engagement, and Service Culture
- Module 10: Capstone Exercise - Simulating Real-World Call Centre Scenarios

Certification

Upon successful completion, participants will receive a Certificate in Call Centre Excellence, validating their expertise in delivering exceptional customer service and optimizing call centre 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.

In-House / Customized Training

Interested in running this course for your team?

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