

# Call Center Fundamentals

## Course Syllabus

### 43.5 Hours

#### Course Description

Call Center Fundamentals is designed to help prepare individuals for the customer support function within a call center. The course will help individuals to identify the roles and functions within a call center and help describe how they work together to enhance the customer experience.

#### Learning Objectives

Upon completion of the course, students will understand:

- Basic role of the CSR, typical roles of the CSR in a support environment, basic tasks accomplished by the CSR; support center and customer's role in a support environment, evolution of the support center, and company and support center best practices
- Basic levels of service commitments, ethics, and attitude expected of customer service representatives; best practices, personal accountability, enhancing the image of the organization, and work environment
- Underlying benefits and skills needed to establish team and customer relationships; individual responsibilities of each team member and team as a whole; role of strong leadership in building and maintaining successful teams
- Proper procedures and processes needed to provide effective customer service; how to properly support a customer, how to provide accurate documentation, and how to handle difficult customers; incident management, how to deal with and close incidents correctly, and how to apply Service Level Agreement terms and Quality Assurance principles
- Management and measurement tools a professional CSR is expected to use when dealing with individual customers and participating in the overall operation of the Support Center; how to use tools associated with problem, change, knowledge, and security management
- Building rapport with customers, connecting with your customers, paying close attention to the customers' needs, and understanding their feelings; basic rules for answering a customer call, how to make a good impression, and reflecting or adapting to your customer's style
- Identifying and serving internal customers, dealing with angry customers, reasons for customer dissatisfaction; strategies used to shape direction of customer service, creation and implementation of quantifiable service standards, and methods of evolving customer strategy to meet changing needs
- Proper procedures and processes needed to provide effective customer service; different communication types and common emotions that customers experience; proper methods needed to resolve conflicts, manage time, and manage stress; proper methods to support an irrational customer, handle emotional and rambling customers, and how and when to escalate customer complaints
- What customers value from a service perspective, how to identify their needs and expectations, how to use customer relationship management tools to maintain competitive advantage; role of social media and mobile technologies in supporting customer-focused service cultures; how to approach, implement, and sustain effective customer-focused service strategies in order to increase organization's competitive advantage
- Effective questioning techniques to drive improvements in customer experience, importance of trust in customer relationship, and viewing complaints as key opportunities for both resolving issues and providing customers with tools and services they need; and supporting customer advocacy efforts effectively

## **Course Format**

Call Center Fundamentals is a self-paced, online course delivered through the learning management system Skillsoft. The site to access the coursework is [su.skillport.com](http://su.skillport.com). Login credentials will be provided to you on the cohort launch date. If you do not receive them by the launch date, please check your Spam/Junk folder of your email and/or contact your advisor or O2O program coordinator. Once you have logged into your account, you can locate the coursework by selecting “View My Learning Plan.”

Coursework is delivered through videos, tutorials, and tests. No textbooks are required for the course; however, students are encouraged to utilize additional resources to assist with certification preparation. Resource Guides with lists of supplemental study materials for each certification are available at <http://libguide.getvet.syr.edu/curriculum/>.

## **Course Completion Requirements**

Call Center Fundamentals coursework is due within 90 days from the assignment date. The course hours listed at the top of the syllabus reflect the time it would take to click through the slides and do not account for taking notes or the end of module tests. You must complete all six modules listed within Topic 1, all six listed in Topic 2, and all ten listed in Topic 3. Successful completion of a module is marked after you review the lesson videos and score 80% or higher on the end of module tests.

At the beginning of a module, you will be asked to take a pre-test. Scoring 80% or higher on the pre-test signifies competence in the information that will be covered; you will therefore be waived from completing the module. A non-credit certificate of completion will be awarded for successful completion of the coursework.

## **Support**

- For technical support, please contact Skillsoft Support at [support.skillsoft.com](http://support.skillsoft.com)
- For program support or questions, please contact your advisor or O2O program coordinator

## **Course Outline**

### **Topic 1: The Customer Service Representative and the Support Center**

- 1.1 The Customer Service Representative (CSR)
- 1.2 Support Center Services and Work Environments
- 1.3 Team and Customer Relationships
- 1.4 Customer Service Processes and Procedures
- 1.5 Quality in a Support Center
- 1.6 Support Center Tools, Technologies and Metrics

### **Topic 2: Call Center Overview: Customer Service Fundamentals**

- 2.1 Customer Service Fundamentals: Building Rapport in Customer Relationships
- 2.2 Customer Service in the Field
- 2.3 Customer Service over the Phone
- 2.4 Internal Customer Service
- 2.5 Customer Service Confrontation and Conflict
- 2.6 Shaping the Direction of Customer Service in Your Organization

### **Topic 3: Customer Service Skills & Customer Advocacy**

- 3.1 Customer Interactions
- 3.2 Communication Skills
- 3.3 Conflict, Stress, and Time Management
- 3.4 Dealing with Irrational Customers and Escalating Complaints
- 3.5 Identifying and Managing Customer Expectations
- 3.6 Customer-focused Interaction
- 3.7 Creating and Sustaining a Customer-focused Organization
- 3.8 Customer Advocacy: Communicating to Build Trusting Customer Relationship
- 3.9 Customer Advocacy: Enhancing the Customer Experience
- 3.10 Customer Advocacy: Supporting Customer Advocacy