Contact Training Programme

Developing capability that drives service excellence

Introduction

In today's highly competitive and customer-driven environment, contact centres are often the primary point of interaction between an organisation and its customers. Every conversation shapes customer perceptions, influences loyalty, and directly impacts business performance.

To meet these expectations, contact centre professionals must be more than just knowledgeable — they must be confident communicators, effective problem-solvers, and consistent representatives of the organisation's brand and values.

The Contact Centre Training Programme is designed to build the practical skills, professional behaviours, and performance mindset required to succeed in a modern contact centre environment. The programme focuses on real-world application, equipping participants with the tools and techniques needed to manage customer interactions effectively, handle challenges with confidence, and deliver service excellence consistently.

Programme Duration

- ➢ Can be taken in modules of 2-3 day sessions or over a period of 12 months face to face or virtual
- ➢ Practical exercises and facilitation practice throughout
- ➢ Live facilitation sessions with feedback and coaching

Targeted Audience

This programme is suitable for:
- ➢ Contact Centre Agents (Inbound & Outbound)
- ➢ Customer Service Representatives
- ➢ Telesales and Client Services Staff
- ➢ Contact Centre Supervisors and Team Leaders
- ➢ Quality Assurance and Support Staff
- ➢ Sales and Customer Engagement Teams
- ➢ Administration and Support Personnel working in contact centres

Benefits

Increased confidence in customer interactions
- ➢ Improved communication and service delivery skills
- ➢ Enhanced problem-solving and complaint-handling ability
- ➢ Stronger teamwork and professionalism

Entry Requirements

Participants should meet the following minimum requirements:
- ➢ Basic literacy and numeracy skills
- ➢ Ability to communicate clearly in English (verbal and written)
- ➢ Willingness to learn and participate actively in group activities

- ➢ Better performance and career readiness
- ➢ Benefits to the Organisation
- ➢ Improved customer satisfaction and service quality
- ➢ Greater consistency in performance standards
- ➢ Reduced errors and escalations
- ➢ Higher employee engagement and confidence
- ➢ Better return on training investment

- ➢ Basic computer literacy (keyboard skills, ability to navigate simple systems)
- ➢ Positive attitude and customer-focused mindset

Recommended (Not Mandatory)

The following will be advantageous but are not required:
- ➢ Prior customer service or call centre experience
- ➢ Exposure to a workplace environment
- ➢ Basic understanding of customer service principles
- ➢ methodology.

Overview

Contact centres play a critical role in customer experience, brand reputation, and business performance. To succeed in this fast-paced environment, organisations need skilled professionals who can communicate effectively, solve problems efficiently, and consistently meet performance standards.

This Contact Centre Skills Development Programme is designed to equip participants with the practical knowledge, workplace skills, and professional behaviours required to perform confidently and competently in a modern contact centre environment.

The programme focuses on real-world application, ensuring that learning translates directly into improved performance on the job.

By the end of the programme, participants will be able to:

Participants will develop the ability to:
- ➢ Understand customer needs and expectations
- ➢ Communicate clearly, professionally, and confidently with customers
- ➢ Respond accurately to customer queries and requests
- ➢ Handle customer complaints effectively and professionally
- ➢ Work productively within a diverse team environment
- ➢ Meet performance standards and service requirements
- ➢ Capture, process, and manage customer information accurately
- ➢ Contribute to problem-solving and continuous improvement initiatives

Certification

Participants will receive a Certificate of Completion upon successful participation in the programme.

Programme Delivery Options

- ➢ Classroom-based training
- ➢ Blended learning (workshop + workplace application)
- ➢ Modular delivery or full programme

Programme Structure

- ➢ Practical, skills-based learning approach
- ➢ Combination of facilitated workshops and workplace application
- ➢ Interactive exercises, role plays, and case studies
- ➢ Continuous feedback and coaching

Learning Approach

- ➢ Emphasis on hands-on practice
- ➢ Real contact centre scenarios
- ➢ Immediate workplace relevance

Programme Content & Modules

The Contact Centre Training Programme can be delivered as a full, integrated programme or as standalone modules, depending on organisational needs.

Module 1: Introduction to the Contact Centre Environment

- ➢ Understanding the role of a contact centre
- ➢ The importance of customer experience
- ➢ Professional conduct and workplace expectations
- ➢ Understanding performance standards

Module 4: Handling Customer Enquiries

- ➢ Understanding different types of customer enquiries
- ➢ Providing accurate information
- ➢ Managing call flow and call structure
- ➢ Recording and processing customer information

Module 6: Problem-Solving & Decision-Making

- ➢ Identifying customer problems
- ➢ Applying basic problem-solving techniques
- ➢ Knowing when and how to escalate issues
- ➢ Taking ownership and accountability

Module 8: Performance, Quality & Compliance

- ➢ Understanding quality standards
- ➢ Meeting productivity and performance targets
- ➢ Following policies and procedures
- ➢ Confidentiality and data protection basics

Module 2: Customer Service Excellence

- ➢ Understanding customer needs and expectations
- ➢ Delivering consistent, quality service
- ➢ Managing first impressions
- ➢ Building customer trust and rapport

Module 3: Communication Skills

- ➢ Verbal communication techniques
- ➢ Active listening skills
- ➢ Questioning techniques
- ➢ Clear and professional language usage

Module 5: Managing Difficult Conversations

- ➢ Dealing with upset or frustrated customers
- ➢ Managing complaints professionally
- ➢ De-escalation techniques
- ➢ Maintaining professionalism under pressure

Module 7: Working in a Contact Centre Team

- ➢ Team roles and collaboration
- ➢ Working in a diverse environment
- ➢ Time management and productivity basics
- ➢ Following procedures and guidelines

Module 9: Technology & Systems Awareness

- ➢ Introduction to contact centre systems
- ➢ Basic computer and system navigation skills
- ➢ Accurate data capture and record-keeping

Module 10: Personal Effectiveness & Professionalism

- ➢ Workplace attitude and resilience
- ➢ Stress management and self-care
- ➢ Continuous improvement and learning
- ➢ Career pathways in contact centres