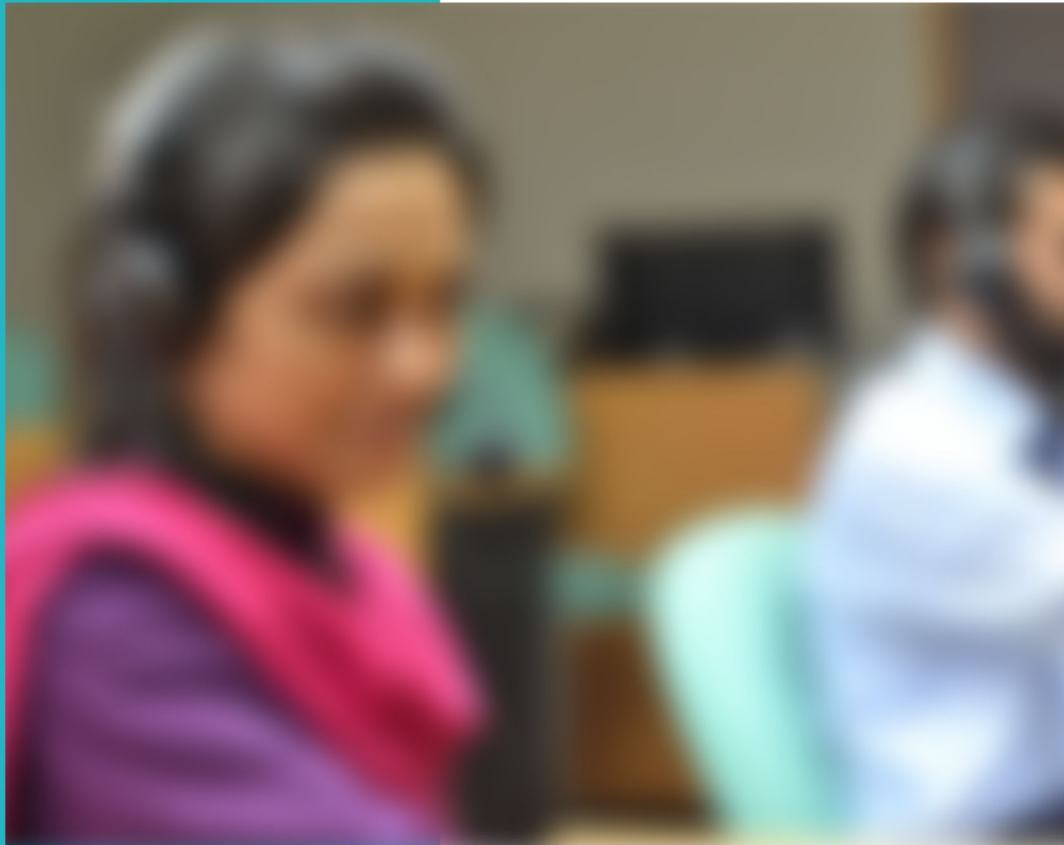


CALL CENTER AGENT



TRAINER GUIDE

National Vocational Certificate Level 3

Version 1 - May 2016



Supported by
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Zusammenarbeit (GIZ) GmbH



Islamic Republic of Pakistan
Islāmī Jumhūrīyeh Pākīstān



Published by

National Vocational and Technical Training Commission
Government of Pakistan

Headquarter

Plot 38, Kirthar Road, Sector H-9/4, Islamabad, Pakistan
www.navttc.org

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Layout & design

SAP Communications

Photo Credits

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This document has been produced with the technical assistance of the TVET Reform Support Programme, which is funded by the European Union, the Embassy of the Kingdom of the Netherlands, the Federal Republic of Germany and the Royal Norwegian Embassy and has been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in close collaboration with the National Vocational and Technical Training Commission (NAVTTTC) as well as provincial Technical Education and Vocational Training Authorities (TEVTAs), Punjab Vocational Training Council (PVTC), Qualification Awarding Bodies (QABs)s and private sector organizations.

Document Version

July, 2013

Islamabad, Pakistan

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Foreword

The National Vocational & Technical Training Commission (NAVTTTC) developed a National Skills Strategy (NSS) after extensive research and consultation with experts and stakeholders including policy makers and representatives from Industry, Academia and the Provincial Government departments dealing with technical and vocational training. The strategy aims at establishing a regime that facilitates competency-based and demand-driven training and assessment.

NAVTTTC has developed competency-based training programs with the technical support of TVET Reform Support Programme (TVET-RSP), which is funded by the European Union, the Kingdom of the Netherlands, the Federal Republic of Germany and the Royal Norwegian Embassy. The Programme has been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in close collaboration with NAVTTTC. These vocational training programs have been approved by the National Curriculum Review Committee (having representation from all over the country from TEVTAs and industry) for implementation in Public and Private Training institutions.

The purpose of developing competency-based training programs is to equip the learners with modern skills and knowledge for each of the trades to meet the requirements of local as well as international markets. These training programs include competency standards, qualification, curriculum, assessment material and teaching & learning material that will aid in implementation of competency-based and demand driven training in the country.

This Teaching and Learning Material is part of the competency based training program exclusively developed to support the implementation of CBT curricula. This Material is intended for the use of learners undertaking training in *National Vocational Certificate Level-3 in Information Technology (Call Center Agent)* under the guidance of experts and appropriate trainers. This Teaching and Learning Material has been designed in consultation with industry, academia and researchers to ensure that the material is relevant and current.

On behalf of the Federal Government/NAVTTTC, I wish to express my sincere appreciation and gratitude to all subject matter experts, industry representatives and TVET-RSP experts who have diligently contributed in producing this valuable Teaching and Learning Material.

Executive Director
National Vocational & Technical Training Commission
(NAVTTTC)

Introduction

Call Center Agent (CCA) is an occupation which plays crucial role in service sector. A CCA is responsible to: handle customer complaints, provide information about products and services and act as a liaison between the organization and the customers.

The National Vocational & Technical Training Commission (NAVTTTC) has developed a national qualification entitled, “*National Vocational Certificate Level-3 in Information Technology (Call Center Agent)*”. Relevant industry and employers were consulted in the design and validation processes in order to come up with a national qualification that fulfills the requirements of the sector in general and the occupation in particular.

This Teaching and Learning Material (TLM) is developed based on competency standards and curriculum of the CCA national qualification. It carries a learning volume of 80 credits and includes seven learning modules which are as under:

Module 1: Perform basic computer functions related to the call center operations

Module 2: Demonstrate knowledge and use of Internet / Intranet

Module 3: Execute the role of a Call Center Agent

Module 4: Exercise professional ethics / code of conduct

Module 5: Practice communication and soft skills

Module 6: Memorise and present product/ training

Module 7: Apply health and safety measures at work

This TLM provides support for more effective training and productive learning. Each of the learning modules contains learning outcomes and information regarding learning elements in the form of knowledge, skills and attitudes. At the end of every learning module are Frequently Asked Questions (FAQs) and Test Yourself which will help learners in self-assessment before proceeding to modular or final assessment.

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Module 1: Perform Basic Computer Functions Related to the Call Center Operations

Learning Outcomes

After completion of this learning module, you will be able to:

- Recognise and manage use of peripheral device(s).
- Use computer short keys / functions.
- Check system and log on/ off to initiate system start-up or shut-down.
- Identify different types of existing CRM(s) used in various types of call centers.
- Operate the call center “specific” software (CRM) or tools (CLI).
- Know the importance of KPI and how it can benefit the agent in improving his/her performance.
- Access / retrieve customer information for use within the software.
- Launch customer complaint.
- Relay customer complaint to the relevant department.
- Prioritize customer complaint as per organizational SOP(s).
- Understand and define troubleshooting.
- Troubleshoot screen freeze by restarting system or use task manager.
- Isolate the problem by determining the possible reason e.g. if the cursor is not moving check the mouse/ perform the cable check, CPU ports etc.
- Recognise error codes/messages displayed on screen and take notes.

- Rectify port issues and ensure proper cable connectivity.
- Use the system through the keyboard/ short keys in case the mouse is not working.

Learning Unit 1: Understand and Demonstrate Procedure for the Use of Peripheral Devices, Learn Keyboard Short Keys and Log-on/ off Function

Overview

A peripheral device is defined as any auxiliary device that is connected to and works with the computer in some way such as a computer mouse or keyboard. Other examples of peripherals are image scanners, tape drives, microphones, loudspeakers, webcams and digital cameras. This unit focuses on recognizing/managing the use of peripheral devices, computer short keys and log on/ off system function. After completion of this learning unit, you will be able to manage the peripheral device(s), use computer short keys / functions and log on/ off to initiate system start-up or shut-down.

Computer Peripheral Device

A computer peripheral is a device that is connected to a computer but is not the part of core computer architecture.

1. Types of Peripheral Devices

A computer peripheral is a device that is connected to a computer but is not the part of core computer architecture. Most people use the term peripheral more loosely to refer to a device external to the computer case. You connect the device to the computer to expand the functionality of the system. There are many different peripheral devices, but they fall into three general categories:

A. Input Peripherals: Input devices which interact with or send data to the computer. For example keyboard, mouse, joystick, scanner and microphone etc.

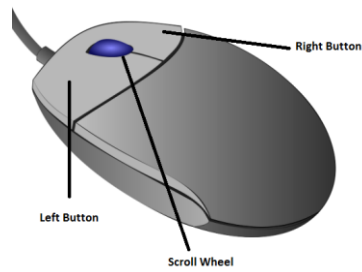
1. Mouse

A mouse is an input device used to point and select items on the computer screen. A mouse usually has two buttons: A primary button (usually the left button) and a secondary button. Many mice also have a wheel between the two buttons, which allows scrolling smoothly through screens of information.

When the mouse is moved with the hand, a pointer on screen moves in the same direction. When you want to select an item, point to the item and then click (press and release) the primary button. Pointing and clicking with mouse is the main way to interact with the computer.

What is Input?

Any information or data that is sent to a computer for processing is considered input. Input or user input is most often sent to the computer using an input device.



Mouse

2. Scanner

A scanner is a device that is used to capture images from photographic prints, posters, magazine pages, and similar sources for editing and display on the computer. There are many types of scanners including hand-held, feed-in, and flatbed used for scanning both black-and-white and color. Very high resolution scanners are used for scanning for high-resolution printing, but lower resolution scanners are adequate for capturing images for computer display.



Scanner

3. Microphone

Microphone is an instrument for converting sound waves into electrical energy variations which may then be amplified, transmitted or recorded. It is sometimes abbreviated as “mic”. A microphone is a peripheral that allows computer users to input audio into their computers.



Microphone

4. Joystick

Joystick is a lever that moves in all directions and controls the movement of a pointer or some other display symbol. A joystick is similar to a mouse, except that with a mouse the cursor stops moving as soon as we stop moving the mouse. With a joystick, the pointer continues moving in the direction the joystick is pointing. For stopping the pointer, it must return to its upright position. Most joysticks include two buttons called triggers. Joysticks are used mostly for computer games, but they are also used for other systems like in aero planes.



Joystick

B. Output Peripherals: output devices, which provide output to the user from the computer. For example monitor, projector, TV screen, printer, plotter, speakers etc.

1. Monitor

A monitor is an output device used to display information in visual form. The portion of the monitor that displays the information is called the screen. Like a television screen, a computer screen can show still or moving pictures.

There are two basic types of monitors: CRT (cathode ray tube) monitors and the LCD (liquid crystal display) monitors. Both types produce sharp images, but LCD monitors have the advantage of being much thin and lighter.

What is Output?

Output can be meaningful information or processed data.



Monitor

2. Printer

A printer is an output device used to transfer data from a computer to paper. The two main types of printers are impact printers and non-impact printers. Impact printers used striking hammer on the inked Ribbon to print on paper, while non-impact printer use laser technology for printing.



Printers

3. Projector

A projector or image projector is an optical device that projects moving images onto a surface, commonly a projection screen. Most projectors create an image by shining a light through a small transparent lens but some newer types of projectors can project the image directly by using lasers. The most common type of projector is called a video projector. Video projectors are digital replacements for earlier types of projectors such as slide projectors and overhead projectors.



Projector

4. Speaker

Speaker is one of the most common output device used with computer. The purpose of speakers is to produce audio output that can be heard by the listener. Speakers are transducers that convert electromagnetic waves into sound waves. The speaker receives audio input from a device such as a computer or an audio receiver. This input may be in analog or digital form. Analog speakers simply amplify the analog electromagnetic waves into sound waves. Since sound waves are produced in analog form, digital speakers must first convert the digital input to an analog signal, then generate the sound waves. The sound produced by speakers is defined by frequency and amplitude. The frequency determines the high low pitch of the sound.



Speaker

C. Input/output Peripherals: Some devices give input to your machine and also receive data. For example external hard drives, CD/DVD ROM Drive, Modems, Webcam etc.

1. Hard Disk Drive

Hard disk drive stores information on a hard disk which is a rigid platter or stack of platters with a magnetic surface. Because hard disks can hold massive amounts of information, they usually serve as computer's secondary means of storage, because it's a permanent storage holding almost all of the programs and files. The hard disk drive is normally located inside the system unit.



Hard disk

2. Compact Disc (CD) and Digital Video Disc(DVD) Drives

CD or DVD drive, usually located on the front of the system unit. CD drives use lasers to read data from a CD; many CD drives can also write (record) data onto CDs. A DVD drive can do everything that CD drives do, but reads DVDs also. Many DVD drives can record data onto blank DVDs. This DVD-RW also called Combo drive. (DVD have more space then CD)



Compact Disk

3. Modem

Modem is a short for modulator-demodulator. A modem is a device that enables a computer to transmit data over telephone or cable lines. Computer information is stored digitally whereas information transmitted over telephone lines, is transmitted in the form of analog waves. A modem converts between these two forms from analog to digital and digital to analog. There are two types of modem Wired and Wireless.

Do you know!

The modern keyboard is based on the typewriter, a typing device that was first developed and patented in 1868 by Christopher Sholes.



Modem

4. Web Cam

A webcam short for “web camera” is a digital camera that is connected to a computer. It can send live pictures from wherever it’s sited to another location through the internet. Many desktop computer screens and laptops come with a built-in camera and microphone, but if it doesn’t, separate webcam can be connected any time. There are various types of web cam. Some are plugged into computers through USB ports, but others are wireless.



Webcam

2. Keyboard and Keys

A computer keyboard is one of the primary input devices used with a computer. The modern keyboard is based on the typewriter, a typing device that was first developed and patented in 1868 by Christopher Sholes.

Keyboards allow you to input letters, numbers, and other symbols into a computer that often function as commands. The following image shows a Saitek keyboard with indicators pointing to each of the major key sections of a keyboard.



Today most users utilize QWERTY style keyboards, as shown in the below graphic illustration.

QWERTY KEYBOARD

~	!	@	#	\$	%	^	&	*	()	-	+	Delete
Tab	Q	W	E	R	T	Y	U	I	O	P	{	}	\
Caps	A	S	D	F	G	H	J	K	L	:	"	'	Enter
Shift	Z	X	C	V	B	N	M	<	>	?	/	Shift	
Ctrl		Alt										Alt	Ctrl

QWERTY Keyboard

Overview of Each Section of the Keyboard

1. Alphanumeric

The alphanumeric part is the primary portion of the keyboard that contains letters, numbers, punctuations and some of the symbol keys.

Do you know!

There is no standard computer keyboard. There are actually three different PC keyboards: the original PC keyboard, with 84 keys; the AT keyboard, also with 84 keys; and the enhanced keyboard, with 101 keys.



Alphanumeric Keys

2. Function Keys

Do you know!

The control keys should not be confused with the Ctrl keys.

The function keys or F1 through F12 keys are used in programs as shortcut keys to perform frequently performed tasks. For example, the F1 key is the key to open the online help for most programs. The operating system installed on the computer and the software program currently open can change how each of these keys operate. On some keyboards, the function keys may be used to activate additional functions on a computer.



Function Keys

Normally the function keys are used for many purposes however below is the list showing key purposes of the function keys:

FUNCTION KEYS	
F1	Display Help
F2	Edits the active cell
F4	Absolute referencing
F5	Displays the Go To dialog box
F7	Spell check
F8	Turns extended mode on and off
F9	Calculate (manual)
F10	Turn key tips on and off
F11	Creates a chart of the selected cells in a new Chart sheet
F12	Displays the Save As dialog box

Function Keys with their Functions

3. Control and Toggle Keys

The control keys or toggle keys give the user additional control over text manipulation and cursor placement. They may also be used as shortcut keys in many programs. Control keys or toggle keys are a section of keys on your keyboard that enable additional control over a document and the computer. Print Screen, Scroll Lock, Pause, Break, Insert, Home, Page Up, Delete, End, and Page Down are all examples of control keys. The picture is an example of all the control keys and how they look on a US keyboard.

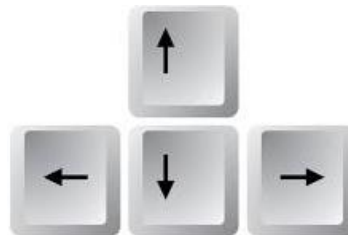
Keyboard Control Keys



Control Keys

4. Arrow Keys

Finally, the arrow keys are four directional keys that allow the user to move their cursor or change the section displayed on a page.



Arrow Keys

Short Keys

Use shortcut keys as an alternative to the mouse when working in Windows. You can open, close, navigate the Start menu, desktop, menus, dialog boxes, and Web pages using keyboard shortcuts. Keyboard shortcuts may also make it easier for you to interact with your computer. Some common short keys are mentioned below:

Do you know!
Using keyboard shortcuts can greatly increase your productivity, reduce repetitive strain, and help keep you focused.

Press	To
CTRL+C	Copy.
CTRL+X	Cut.
CTRL+V	Paste.

CTRL+Z	Undo.
DELETE	Delete.
SHIFT+DELETE	Delete selected item permanently without placing the item in the Recycle Bin.
CTRL while dragging an item	Copy selected item.
CTRL+SHIFT while dragging an item	Create shortcut to selected item.
F2	Rename selected item.
CTRL+RIGHT ARROW	Move the insertion point to the beginning of the next word.
CTRL+LEFT ARROW	Move the insertion point to the beginning of the previous word.
CTRL+DOWN ARROW	Move the insertion point to the beginning of the next paragraph.
CTRL+UP ARROW	Move the insertion point to the beginning of the previous paragraph.
CTRL+SHIFT with any of the arrow keys	Highlight a block of text.
SHIFT with any of the arrow keys	Select more than one item in a window or on the desktop, or select text within a document.
CTRL+A	Select all.
F3	Search for a file or folder.
ALT+ENTER	View properties for the selected item.
ALT+F4	Close the active item, or quit the active program.
ALT+Enter	Displays the properties of the selected object.
ALT+SPACEBAR	Opens the shortcut menu for the active window.
CTRL+F4	Close the active document in programs that allow you to have multiple documents open simultaneously.
ALT+TAB	Switch between open items.
ALT+ESC	Cycle through items in the order they were opened.
F6	Cycle through screen elements in a window or on the desktop.
F4	Display the Address bar list in My Computer or Windows Explorer.
SHIFT+F10	Display the shortcut menu for the selected item.

ALT+SPACEBAR	Display the System menu for the active window.
CTRL+ESC	Display the Start menu.
ALT+Underlined letter in a menu name	Display the corresponding menu.
Underlined letter in a command name on an open menu	Carry out the corresponding command.
F10	Activate the menu bar in the active program.
RIGHT ARROW	Open the next menu to the right, or open a submenu.
LEFT ARROW	Open the next menu to the left, or close a submenu.
F5	Refresh the active window.
BACKSPACE	View the folder one level up in My Computer or Windows Explorer.
ESC	Cancel the current task.
SHIFT when you insert a CD into the CD-ROM drive	Prevent the CD from automatically playing.
F1	Display Help.
F4	Display the items in the active list.
END	Display the bottom of the active window.
HOME	Display the top of the active window.
Windows key +l	To lock your PC
Windows key	Open start menu

3. Check Points for Initiating System

Before initiating system following points should be checked:

1. Power cables of computer are plugged into sockets.
2. All the required peripheral devices are attached with computer (i.e. keyboard, mouse, monitor, printer, scanner, microphone, Webcam, dialer etc.)
3. Internet Connection is available
4. Internet connection is working on computer properly.
5. Microphone is working properly
6. Headphone is working properly

7. Keyboard/input device platform(s) is stable and large enough to hold a keyboard and an input device.
8. Input device (mouse or trackball) is located right next to your keyboard so it can be operated without reaching.
9. Input device is easy to activate and the shape/size fits your hand (not too big/small).
10. Wrists and hands do not rest on sharp or hard edges.
11. Top of the screen is at or below eye level so you can read it without bending your head or neck down/back.
12. Monitor distance allows you to read the screen without leaning your head, neck or trunk forward/backward.
13. Monitor position is directly in front of you so you don't have to twist your head or neck.
14. Legs and feet have sufficient clearance space under the work surface so you are able to get close enough to the keyboard/input device.
15. Telephone can be used with your head upright (not bent) and your shoulders relaxed (not elevated) if you do computer tasks at the same time.

4. Standard Procedures for Log-On and Log-Off

Log-on/Start-up Procedure

Do you know!

You can press the **[tab]** key on the keyboard to move the cursor to the next field.

Do you know!

When you type your password, the actual characters will not be seen to protect your password from being stolen.

1. Press the **“Power”** button on (normally found on the front, right hand side or back of the computer).

2. Once you have pressed the power button, please wait for a few minutes while the computer starts up until you see the login window.

3. Login screen will appear as shown in the figure.



Login Screen

4. Enter your computer **User Name** in the space highlighted.
5. Enter your **Password** in the space highlighted.



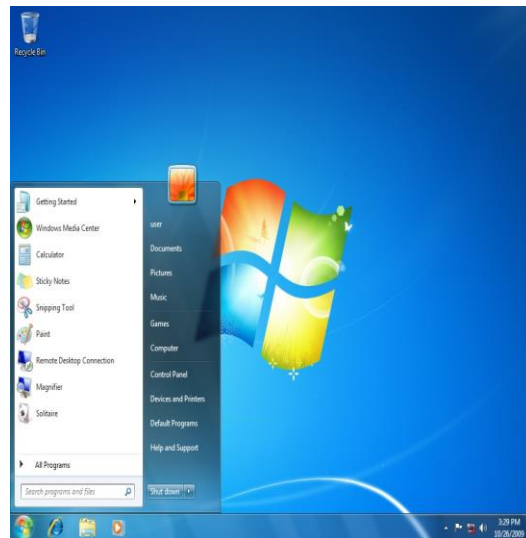
Login Screen

6. Click on the “**Log In**” button with the mouse.
Or press “Enter” key from keyboard



Login Screen

7. When you supply a valid login name and Password, you will be taken from the login window to the “Desktop”



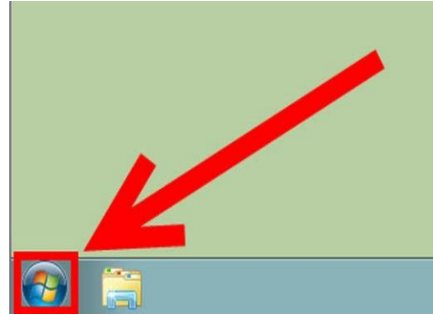
Login Screen

Log-Off / Shut-Down Procedure

Remember

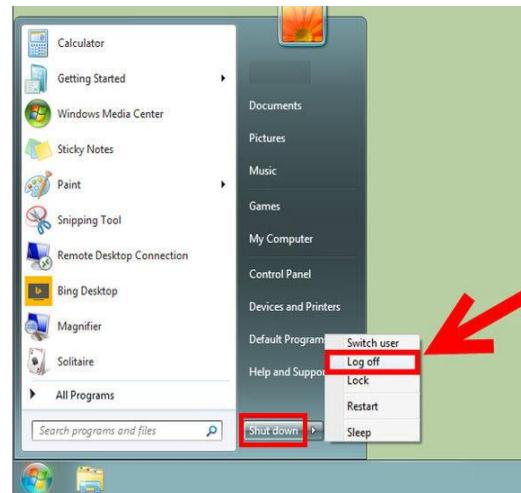
If you entered an incorrect login name or password, the window will shake to notify you of a mistake. If this happens, please check your computer login name and password and try again.

1. Open your **Start Menu**. This can be accessed by pressing the **Windows Logo** or the button that says **Start** at the bottom left.



Highlighting start button

2. If you want to shut down computer just press "**Shut Down**" button. System will shut down.
3. If you want to log off, Press the arrow beside the Shut Down button. **Log Off** is displayed beside the arrow to the left, press it and you'll log off.



Highlighting Shutdown

Learning Unit 2: Learn the Importance and Use of Call Center Software/ Applications

Overview

Running a busy inbound call center can often be a very difficult task without appropriate software. However, you can manage call center very smoothly with right call center software selection. This unit covers topics of identification of existing Customer Relationship Management (CRM), importance of “specific” software (CRM) or tools (CLI), the importance of KPI and its benefits, managing customer data and customer interaction, accessing / retrieving customer information for use within the software. At the end of this learning unit, you will be able to identify different types of CRM(s), operate “specific” software (CRM), manage and access customer information for within the software.

1. Types of Existing CRM(s)

Customer Relationship Management (CRM) software, refers to software products that allow organizations to store, organize, synchronize, and search records relating to customer interactions. CRM Software may also include automation for business rules and business processes, such as contacting customers or sending out inventory replacement reminders. CRM software systems are also used in the same way to manage business contacts, clients, contract wins and sales leads. Below is list of different types of existing CRM(s) used in various types of call centers:

SAP CRM

CRM software, the SAP Customer Relationship Management (SAP CRM) application, part of the SAP Business Suite, not only helps you address your short-term imperatives to reduce cost and increase your decision-making ability.

Salesforce.com Service Cloud

Service Cloud is a unique and powerful customer service solution that is designed to promote more effective and productive customer service activities from anywhere.

Supported Operating System(s): Mac OS, Web browser (OS agnostic)

Microsoft Dynamics CRM

It offers solutions for various industries such as government, financial services, manufacturing, healthcare, retail, professional services and education. Supported Operating System(s): Windows 7, Mac OS, Linux, HP-UX, AIX, Solaris, Unix, IBM OS/400, Web browser (OS agnostic), Windows 8

SugarCRM

More than 50,000 companies around the world use SugarCRM for their sales automation, marketing automation, account management and other customer relationship management (CRM) needs.

What is CRM?

CRM (customer relationship management) software is a category of enterprise software that covers a broad set of applications and software designed to help business and manage customer data.

Supported Operating System(s): Mac OS, Linux, Unix, Web browser (OS agnostic)

Five9 Cloud Contact Center

Five9 is used by call centers around the world to manage inbound, outbound, blended or multi-channel contact centers. Supported Operating System(s): Mac OS, Web browser (OS agnostic)

Nextiva VoIP Software

Nextiva's Business VoIP solutions offer small businesses enterprise-level telephony features at an affordable price point. Supported Operating System(s): Web browser (OS agnostic)

3CLogic Cloud Contact Center

3CLogic's Cloud Contact Center is a highly customizable, Web-based contact center solution. It offers a virtual contact center, lead management and response, customer relationship management (CRM) integration, comprehensive reporting and analytics and more. Supported Operating System(s): Mac OS, Web browser (OS agnostic), Windows 8

inContact Call Center Software

Used by contact centers around the world, in Contact's Software as a Service (SaaS)-based call center software maximizes the quality and minimizes the cost of each and every client interaction. This call center solution has all of the features your customer-focused team needs to successfully process inbound support requests.

Supported Operating System(s): Mac OS, Web browser (OS agnostic)

Oracle's Siebel CRM

Oracle's Siebel Customer Relationship Management (CRM), the world's most complete CRM solution, helps organizations achieve maximum top- and bottom-line growth and deliver great customer experiences across all channels, touchpoints, and devices.

Care CRM

Care CRM™ is comprehensive customer relationship management (CRM) software application. It allows you to capture, manage and follow-up on your customer feedback in an effective manner, thereby improving consumer loyalty to your brands.

B2B CRM Software

Built for long term management of a prospect/customer and has strong emphasis on the sales process. Forecasting customer behavior and having high visibility are key as well. Also, integration with other company software is important.

B2C CRM Software

Built for long term sales consistency through various marketing activities and a strong emphasis on handling a high number of contacts/sales with mass campaigns. Organizing data and managing only specific parts of sales process are key, and integration with other company software is not as important.

2. Customer Relationship Management Software

Customer relationship management (CRM) software is a tool that can prove valuable to business. When employing a CRM to its maximum potential, organizations can save time and resources, build their customer loyalty and increase their bottom line. If proper steps aren't taken, however, it can be a huge disadvantage and waste of money. Here are a few advantages of CRM software.

Customer History

CRM software proves advantageous for call center by providing the customer's history to the agents at the time of the call. The availability of customer history helps in satisfying customers in a better way.

Up-to-date Customer Database

A CRM software call center can help a business keep its customer database up to date, as every agent who comes in contact with a customer can easily update the profile of the customer by using the CRM software. Thus, the data of the customers keeps on increasing which helps the business make strategic decision about its future.

Follow-up Assistance

Further to keeping an up-to-date customer database, the CRM software also assists call center employees in follow-up actions. The agents can have the follow-up instructions entered into the CRM and the next time they are in contact with the same customer, the follow-up instructions can help them in offering appropriate and quality service to the customer.

Leads Management

With CRM software, assigning the leads to good employees becomes easy, thus the chances of leads turning into sales also increase. Hence, assistance in leads management is another advantage of a call center running on CRM software.

Facilitating For Agents

CRM software is usually designed in such a way that they are intuitive and easy to use for the agents. Thus, when agents are working, they easily use the CRM that assists them in performing their daily work activities; and as a result the overall efficiency of the agents increases.

Improved Sales and Marketing Tactics

With a CRM, an organization's sales team can work more efficiently. They can monitor their pipeline and track the lead-to-sale process, review each other's notes on customers and share product and contract information.

What is KPI?

Key Performance Indicators, also known as KPI, help an organization define and measure progress toward organizational goals.

3. KPI for Call Center Agent

Key Performance Indicator (KPI)

Key Performance Indicators, also known as KPI, help an organization define and measure progress toward organizational goals. Key Performance Indicators are quantifiable measurements, agreed to beforehand, that reflect the critical success factors of an organization. They will differ depending on the organization.

Do you know!

Key performance indicators are used by call centers to define their goals KPI used to measure performances i.e. financial performance, customer relations, marketing efforts & employee productivity.

Using KPIs to Improve Performance

Key performance indicators are used by call centers to define their goals KPI used to measure performances i.e. financial performance, customer relations, marketing efforts & employee productivity. The specific use of KPIs is discussed below:

1. Financial Performance

A KPI can highlight underperforming net profit margins, or dull revenue growth rates, and the information obtained can present valuable information to ensure the meeting of the company's original financial goals.

2. Customer Relations

Understanding what motivates your clients provides inestimable advantages to the entrepreneur who knows what they are looking for. If customer satisfaction scores are sagging or turnover rates are high, the worried business owner can target their reports to help develop meaningful responses to address these lapses.

3. Marketing Efforts

Without a viable marketing plan, few businesses can expect to prosper. With KPIs designed to highlight marketing performance, you can break down your cost per lead, brand equity positions, conversion rates, social networking footprint, and more.

4. Employee Productivity

Many call centers use KPI to monitor the average revenue per employee, engagement level, and average employee tenure to name just a few of the reports that can be tailored to get a feeling for the pulse of your workforce.

5. KPI's Make Performance Visible

You can only manage what you measure. Keeping the scores visible where everyone can see them, shows you how well the various parts of the business are working. And yes, you do want it to be obvious as to everyone in the team as to who is performing well and who is struggling.

6. KPI's Provide Objectivity about Performance

Data enables you to "manage by fact." Evaluating employee performance is not about whether your people are working hard or being busy. What did they actually achieve?

Learning Unit 3: Record and Report Customer Complaint

Overview

Customer feedback is essential to all companies; not only because you can gather valuable customer vision, but because it allows you to identify product or service failures. Complaints handling is an invaluable opportunity for your organization to identify areas of improvement. This unit covers the topics of launching customer complaint, relaying customer complaint to the relevant department, and prioritizing customer complaint as per organizational SOP(s). After completion of this learning unit, you will be able to launch customer complaint, relay customer complaint to the relevant department, and prioritize customer complaint as per (SOP).

Remember

Many businesses fail to realize just how important good customer is for the overall health of your business.

1. Launching Customer Complaint

Everyone in business has to deal with an upset customer. The challenge is to handle the situation in a way that leaves the customer thinking you operate a great company. Businesses nowadays need to positively delight customers if they want to earn their loyalty. Here is procedure to launch customer complaint:

1. Listen carefully to what the customer has to say, and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back what you are hearing to show that you have listened.
2. Ask questions in a caring and concerned manner. The more information you can get from the customer, the better you will understand his or her perspective.
3. Put yourself in their shoes. As a compliant registrar, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.
4. Thank them, thank the customer for bringing the problem to your attention. You can't resolve something you aren't completely aware of, or may be making faulty assumptions about.
5. Apologize without blaming. When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."
6. Recommend a solution. It's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.
7. Take Quick Action, Act on the solution with a sense of urgency. Customers will often respond more positively to your focus on helping them immediately versus than on the solution itself.
8. Follow-up. Follow-up to ensure the customer is completely satisfied.

2. Transferring Complaint to Department

The procedure to transfer customer complaint to relevant department is as under:

Do you know!

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

1. Listen carefully to what the customer has to say, and let them finish.
2. Ask questions in a caring and concerned manner. The more information you can get from the customer, the better you will understand his or her perspective.
3. Thank the customer for bringing the problem to your attention.
4. Analyze the Problem. It's best to analyze the problem carefully. Check whether you can solve problem at your end or problem involve technicalities.
5. Forward Problem, Act on the analysis with a sense of urgency. If you found problem cannot be solved at your end just forward to relevant department at your earliest.
6. Follow-up. Follow-up to ensure the customer is completely satisfied.

3. Prioritizing Customer Complaint

Good customer service is about handling all requests in accordance with (or above) customer expectations. What are these expectations and how you can optimize your resources and processes in relation to these expectations? It can be resource intensive and costly to maintain good service.

One of the key factors to comprehending an increase of requests is to find a way to prioritize which request to start working on first. But it is hard to prioritize, when you have lot of requests. There are a lot of possible aspects to choose from and prioritizing criteria may differ as per organizational SOP(s). However, the following few points can be considered while prioritizing customer complaint:

1. Prioritize the most urgent enquiries
Not all customer service enquiries are equally urgent. In a hospital waiting room, you wouldn't expect a patient having a heart attack to have to wait because someone with a sprained ankle arrived first. Both issues are important and need to be dealt with, but it's clear which the priority is.
2. Make a "most valuable customer" list
Create an internal list of the top clients in order of importance, and stress that they always get priority. A client is as valuable as their billings and their referral power.
3. Make a blacklist and whitelist
List the angry customers in your blacklist and the happy customers in your whitelist, and have you or your employees log the amount of time you spend on each interaction and what each interaction was about.
4. Bucket your customers
If an angry customer has already been on a call with a sales rep and seems very unreasonable and time consuming, then make sure to tag the customer in your CRM so all customer service

and sales people know that this is a tough customer. This way they will know not to prioritize that person over other customers.

5. Create standard operating procedures

Don't leave it up to employees to figure out how to handle angry customers. Make handling customer challenges easy by creating a list of SOPs (standard operating procedures). If something new comes up, document the issue and create a desired response.

Learning Unit 4: Troubleshooting System Errors

Overview

Troubleshooting is the process of identifying and fixing problems. Computer troubleshooting may involve hardware or software and can sometimes involve both at the same time. This unit covers the topics of defining troubleshooting and screen freeze by restarting system, Isolating the problem, recognizing error codes/messages displayed on screen, rectifying port issues and using the system through the keyboard (in case the mouse is not working). After completion of this learning unit, you will be able to define troubleshooting, troubleshoot screen freeze by restarting system, isolate the problem, recognize error codes/messages, rectify port issues and use the system through the keyboard.

1. Troubleshooting

What is Troubleshooting?

Troubleshooting is the process of identifying and fixing problems. Computer troubleshooting may involve hardware or software and can sometimes involve both at the same time.

The basic process of troubleshooting is to check the most general possible problems first, and then gradually check for more specific problems. Most of the time, problems can be fixed using simple troubleshooting techniques, like closing and reopening the program. It's important to try these simple solutions before resorting to more extreme measures. If the problem still isn't fixed, you can try other troubleshooting techniques or visit some specialist.

Problem: Power button do not start computer

Solution 1: If your computer does not start, begin by checking the power cord to confirm that it is plugged securely into the back of the computer case and the power outlet.

Solution 2: If it is plugged into an outlet, make sure it is a working outlet. To check your outlet, you can plug in another electrical device, such as a lamp or cellphone, and see if it receives electricity properly.

Solution 3: If the computer is plugged into a surge protector, verify that it is turned on. You may have to reset the surge protector by turning it off and then back on. You can also plug a lamp or other device into the surge protector to verify that it is on.

Solution 4: If you are using a laptop, the battery may not be charged. Plug the AC adapter into the wall, then try to turn on the laptop. If it still doesn't start up, you may need to wait a few minutes and try again.

Problem: An application is running slowly

Solution 1: Close and reopen the application.

Solution 2: Update the application. To do this, click the Help menu and look for an option to check for Updates. If you don't find this option, another idea is to run an online search for application updates.

Problem: An application is frozen

Sometimes an application may become stuck, or frozen. When this happens, you won't be able to close the window or click any buttons within the application.

Solution 1: Force quit the application. On a PC, you can press (and hold) Ctrl+Alt+Delete (the Control, Alt, and Delete keys) on your keyboard to open the Task Manager. You can then select the unresponsive application and click End task (or Force Quit on a Mac) to close it.

Remember

Press and hold Ctrl+Alt+Delete (the Control, Alt, and Delete keys) on your keyboard to open the Task Manager.

Solution 2: Restart the computer. If you are unable to force quit an application, restarting your computer will close all open apps.

Problem: All programs on the computer run slowly

Solution 1: Run your virus scanner. You may have malware running in the background that is slowing things down.

Solution 2: Your computer may be running out of hard drive space. Try deleting any files or programs you don't need.

Solution 3: If you're using a PC, you can run Disk Defragmenter. Doing so will make sure all pieces of each file or program are stored close together in your computer, so the computer will be able to access them more quickly. In most versions of Windows, the Disk Defragmenter can be found in the Start menu.

Problem: The computer is frozen

Sometimes your computer may become completely unresponsive, or frozen. When this happens, you won't be able to click anywhere on the screen, open or close applications, or access shut-down options.

Solution 1: Restart Windows Explorer. To do this, press and hold Ctrl+Alt+Delete on your keyboard to open the Task Manager. Next, locate and select Windows Explorer from the Processes tab and click Restart.

Solution 2: Press and hold the Power button. The Power button is usually located on the front or side of the computer, typically indicated by the power symbol. Press and hold the Power button for 5-10 seconds to force the computer to shut down.

Solution 3: If the computer still won't shut down, you can unplug the power cable from the electrical outlet. If you're using a laptop, you may be able to remove the battery to force the computer to turn off. Note: This solution should be your last resort after trying the other suggestions above.

What is Disk Defragmentation?

Disk Defragmenter is a utility in Microsoft Windows designed to increase access speed by rearranging files stored on a disk.

Problem: The mouse or keyboard has stopped working

Solution 1: If you're using a wired mouse or keyboard, make sure it's correctly plugged into the computer.

Solution 2: If you're using a wireless mouse or keyboard, make sure it's turned on and that its batteries are charged.

Solution 3: restart your system.

Problem: The sound is not working

Solution 1: Check the volume level. Click the audio button in the top-right or bottom-right corner of the screen to make sure the sound is turned on and that the volume is up.

Solution 2: Check the audio player controls. Many audio and video players will have their own separate audio controls. Make sure the sound is turned on and that the volume is turned up in the player.

Solution 3: Check the cables. Make sure external speakers are plugged in, turned on, and connected to the correct audio port or a USB port. If your computer has color-coded ports, the audio output port will usually be green.

Solution 4: Connect headphones to the computer, and see if you can hear sound from the headphones.

Problem: The screen is blank

Solution 1: The computer may be in Sleep mode. Click the mouse or press any key on the keyboard to wake it.

Solution 2: Make sure the monitor is plugged in and turned on.

Solution 3: Make sure the computer is plugged in and turned on.

Solution 4: If you're using a desktop, make sure the monitor cable is properly connected to the computer tower and the monitor.

Problem: My machine keeps restarting

Solution: Hardware problems are hard to diagnose and solve. Therefore, you should;

- First, confirm that you aren't just getting the latest wave of Windows updates, which can automatically restart your computer during installation.
- Then work on updating all of your critical system drivers. Your graphics card, motherboard, and network card drivers are crucial.

- Possible reasons for restarting can be viruses, adware, overheating, etc.

Problem: My Wi-Fi keeps disconnecting

Solution: Possible solution can be as follows:

- Windows Network Diagnostics may not always solve your problem, but it will usually point you in the right direction.
- Confirm that your computer is within range of your wireless router.
- Next, make sure your PC's wireless card has the latest drivers.
- Try letting Windows troubleshoot for you by right-clicking the Wi-Fi icon in the taskbar and selecting Troubleshoot problems.

What is Device Driver?

A device driver is a program that controls a particular type of device that is attached to your computer. There are device drivers for printers, monitor, CD-ROM readers, diskette drives, and so on.

Problem: Printer is not printing anything

Solution: Let's assume that your printer's drivers are up-to-date, and that it has enough paper and ink or toner to print.

- Try turning the printer off and on.
- Unplug the printer and plug it back in.
- Check your printer's print queue by looking for the printer icon in the system tray and double-clicking it. The print queue shows you the status of each job as well as the general status of your printer.
- Ensure that 'Use Printer Offline' isn't checked.
- Change the USB port.

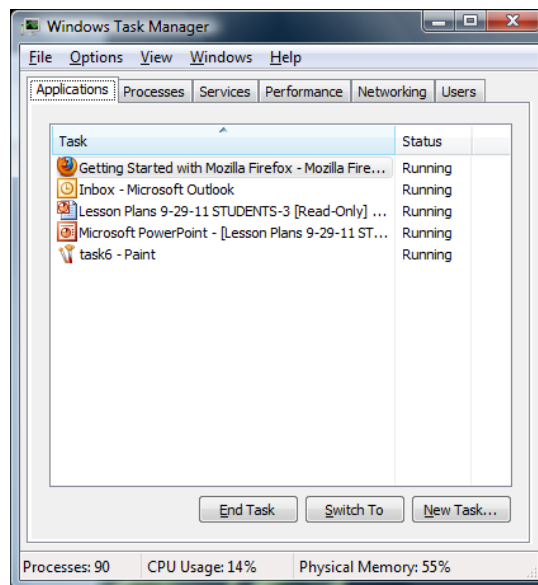
2. Purpose of Windows Task Manager

Task Manager shows you the programs, processes, and services that are currently running on your computer. You can use Task Manager to monitor your computer's performance or to close a program that is not responding.

If you are connected to a network, you can also use Task Manager to view network status and see how your network is functioning. If more than one user is connected to your computer, you can see who is connected, what they are working on, and you can send them a message.

Do you know!

Task Manager shows you the programs, processes, and services that are currently running on your computer.



Task Manager

3. Using Windows Task Manager

Opening the Task Manager

Windows lets you get to the Task Manager in a variety of ways:

- Keyboard Shortcut: Press Ctrl+Shift+Escape anywhere in Windows.
- Mouse Shortcut: Right-click the Windows taskbar and select Start Task Manager.
- Traditional Method: Press Ctrl+Alt+Delete and select Start Task Manager.

Using Task Manager

The Windows Task Manager program is broken up into multiple tabs. Each tab is associated with a particular category such as the running applications, running processes, Windows services, the computer's performance, network utilization, and the users that are currently logged in. Task Manager has six tabs:

1. Applications
2. Processes
3. Services
4. Performance
5. Networking
6. Users

1. Applications Tab

The Applications tab will show you all running programs that run by the currently logged in user. That means that you will only see applications that have been started by the user you are currently logged in as. If there are other applications running that were launched by another user, you will not see these

applications listed. If you close one of the applications, it removes itself from this list. The Status column shows whether the application is Running or Not.

Responding. This simple layout allows you to quickly see what application is acting up. At the bottom are three buttons:

End Task: Closes an application or process.

Switch To: Switches between applications or processes.

New Task: Starts an application from the dialog box that opens when you click this button.

Using Task Manager to End an Application

The following steps show you how to use Task Manager to end an application:

1. Press Ctrl+Alt+Del.
2. Click Start Task Manager.
3. In the Task area, locate an application that is running and click it.
4. Click the End Task button.

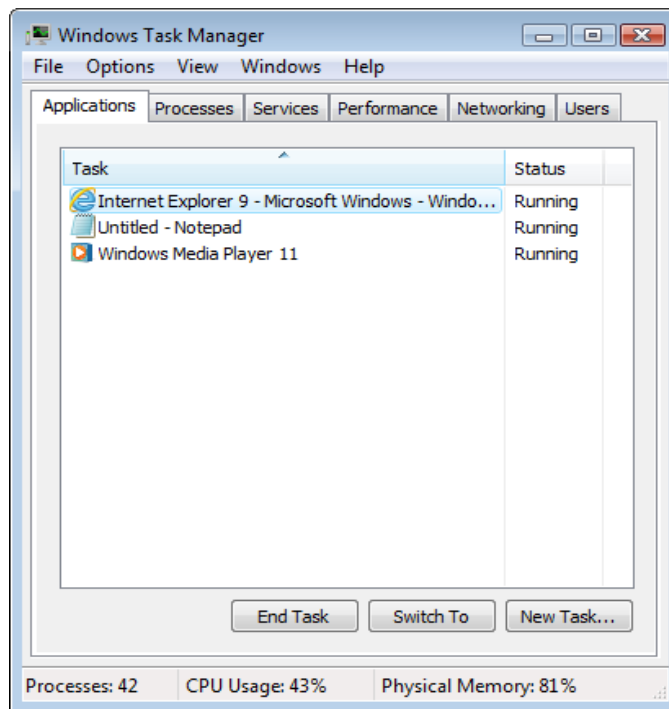
Using Task Manager to Start an Application

The following steps show you how to use Task Manager to start an application. In this example, you learn to end explorer.exe and restart it through Task Manager.

1. Press Ctrl+Alt+Del.
2. Click Start Task Manager.
3. Click the Processes tab.
4. In the Image Name column, locate explorer.exe.
5. Click the End Process button. Windows Explorer closes but all other applications, including Task Manager, remain open.
6. Click the Applications tab.
7. Click the New Task button. The Create New Task dialog box opens.
8. In the Open text box, type explorer.
9. Click OK. Windows Explorer opens.

What is an Application?

Applications (also called end-user programs) are all running programs on computer installed by user. Such as database programs, word processors, Web browsers and spreadsheets etc.



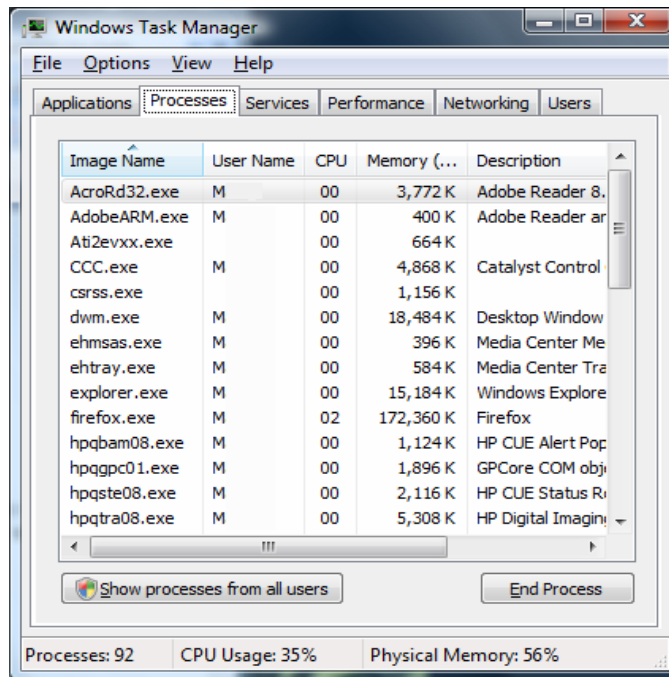
Applications Tab of Task Manager

2. Processes Tab

A process is a program that Windows runs, or that runs automatically as part of the start-up procedure. Unlike applications, which show up on the taskbar and appear as windows on the screen, a process may not have a window. It runs invisibly. The Processes tab displays a list of all the running processes that are on the computer.

What is Process?

In computing, a process is an instance of a computer program that is being executed.



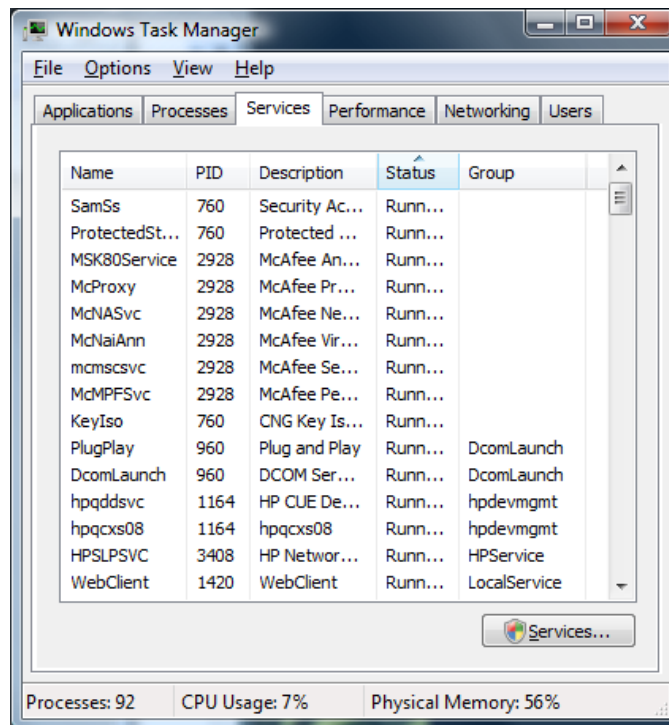
Processes Tab of Task Manager

Ending a process will cause you to lose unsaved data. However, ending the process of a nonresponsive application is sometimes the only way you can shut it down. Make sure that you understand the purpose of the process you want to end; terminating system processes may cause a system malfunction.

- To end the process of a currently running application, right-click the application's entry in the Applications tab and click Go To Process. The applicable process will be highlighted in the Processes tab.
- To end a highlighted process, click End Process. You'll want to terminate an application in this manner when clicking End Task in the Applications tab doesn't work.
- Right-click a process and then click End Process Tree to end the process and all associated processes.

3. Services Tab

This tab will show you all the Windows Services currently configured in Windows. A Windows Service is a special type of program that is started by Windows when it starts or as necessary and runs in the background performing a particular task. Windows Services are an integral part of the operating system and if they are not running or have been deleted they can cause serious problems with the proper operation of Windows.



What is Service?

A Windows Service is a special type of program that is started by Windows when it starts or as necessary and runs in the background performing a particular task.

Services Tab of Task Manager

- To start a service, right-click a stopped service and click Start Service.
- To stop a service, right-click a running service and click Stop Service.
- To view the process associated with a service, right-click a running service and click Go To Process. Doing this allows you to find out whether a service is hogging resources.

4. Performance Tab

The Performance tab allows you to see the current and historical CPU and memory utilization on your computer. This tab is useful if you are trying to diagnose why your computer or an application is running slower than normal. It represents following information:

Total: The amount of RAM installed on the system in MB.

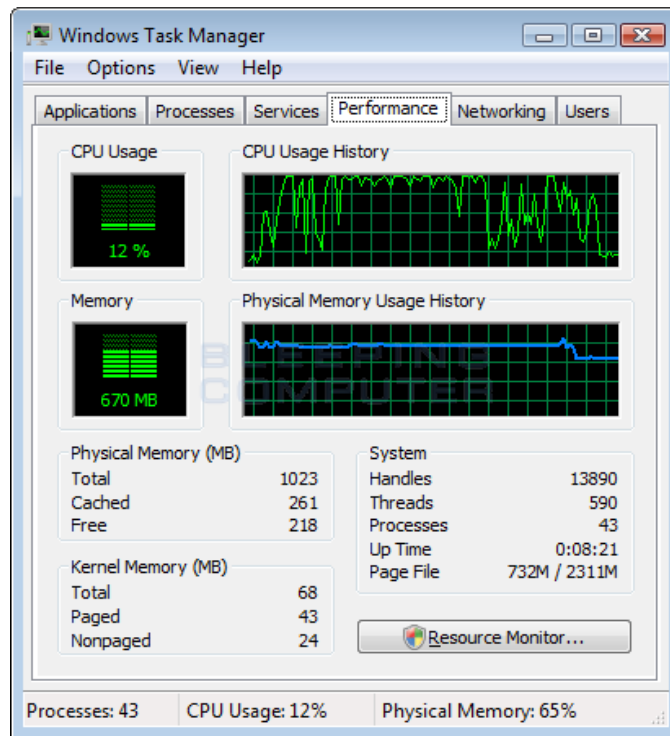
Cached: The amount of physical RAM used for system resources.

Available: The total of standby and free memory for programs.

Free: The amount of memory that is currently unused or doesn't contain useful information.

What is Memory?

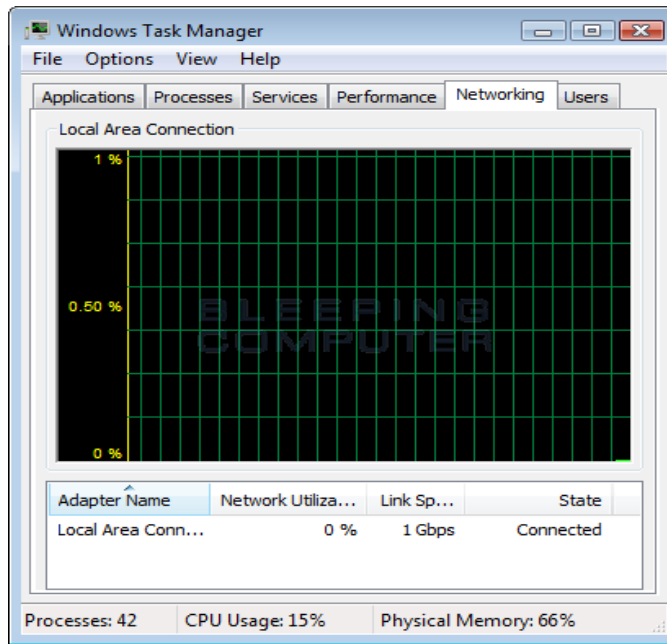
Computer memory is the storage space in computer where data is to be processed and instructions required for processing are stored.



Performance Tab of Task Manager

5. Networking Tab

The Networking tab shows a graph of your active network connection, where you can view the network utilization of your connections. The bottom of this tab also includes columns showing the Link Speed and the connection State.



Do you know!

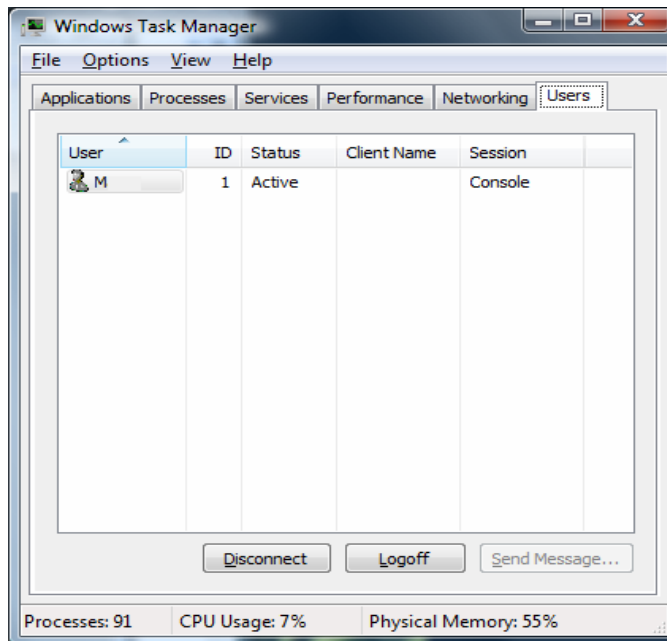
The number of running processes, CPU usage, and physical memory available are always listed at the bottom of Task Manager. These vital statistics will show you whether your PC is working hard or hardly working.

Networking Tab of Task Manager

6. Users Tab

The Users tab will display all the users that are currently logged in. From this screen you can Disconnect or Logoff users.

- Highlight a user and click Logoff to end that user's session.
- Highlight a user and click Disconnect to end a user's session but preserve it in memory, so that user can later log on again and continue his or her work.



Users Tab of Task Manager

4. Basic Trouble Shooting of Screen Freeze

Here are some recommendations on what to do if the computer freezes or dead locks. If your computer has stopped responding, follow the steps below to attempt to get the computer to unfreeze.

Do you know!

It could still take ten to twenty seconds for the unresponsive program to be terminated after you choose End Task.

1. Give the Computer Sometime

Wait. Give the computer a few minutes to process. Sometimes a computer may appear to be froze, but it is really just slow or busy processing a complex task.

2. Check Computer Status

See if the computer can respond to anything by pressing the Caps Lock key on the keyboard and watching the Caps Lock LED (light) to see if it turns on and off. If the computer can turn on and off Caps Lock, continue to the next step. If nothing happens, the computer is dead locked and you must reboot the computer.

Do you know!

During the computer startup process, you may see a screen asking if you want to start the computer in Safe Mode or Start Windows Normally. Choose the Start Windows Normally option and see if Windows starts up correctly, without error.

3. End Task the Not Responding Program

If the Caps Lock can turn on and off, Windows is still working, but another program may not be responding and causing the computer to freeze. Press Ctrl + Alt + Del to open the Windows Task Manager. If the Task Manager can open, highlight the program that is not responding and choose End Task, which should unfreeze the computer.

4. Reboot a Frozen Computer

If none of the above steps helped, you must reboot the computer. To reboot a frozen computer, press and hold down the power button until the computer turns off. Once the computer is off, wait a few seconds, then turn the computer back on and let it start as normal.

5. Resolve Hardware or Device Driver Issue

If after trying all of the above, the computer is still frozen or continues to freeze after rebooting, there may be defective hardware or a device driver that is not working correctly. A defective hard drive, stick of RAM, video card, or other piece of hardware can cause a computer to freeze. A device driver can also cause a computer to freeze if it is out of date, conflicting with another driver, or just not working properly. If you determine that a defective piece of hardware is causing the freezes, you should replace the hardware right away to prevent further damage to the computer.

6. Run Windows Update

Microsoft and its partners periodically release software updates that address common errors and bugs. Your computer should be set to download and install these updates automatically. If your computer is freezing frequently, you can also check for updates manually. Open the Start menu and find “Windows Update” in the “All Programs” list. Select and install any “crucial” or “recommended” updates and restart your computer when installations are complete.

7. Run a Security Scan

If your computer still freezes frequently after you’ve installed software updates, it may be under attack by some malicious software. The best way to address this is to run a full system scan with your anti-virus software.

8. Take PC to Repair Shop

If none of the above options work or are possible to try, we recommend taking your computer to a computer repair shop and allow a computer technician to diagnose and fix the problem (You can also use restore PC to earlier time option).

5. Recognising Error Codes on Screen

Error codes are numbers (or letter and number combinations) that are associated with error messages and are used to identify specific problems in Windows and other programs. On modern operating systems with graphical user interfaces, error messages are often displayed using dialog boxes. Error messages are used when user intervention is required, to indicate that a desired operation has failed, or to relay important warnings (such as warning a computer user that they are almost out of hard disk space). Error messages are seen widely throughout computing, and are part of every operating system or computer hardware device. The following error messages are commonly seen by modern computer users:

1. Access Denied

This error occurs if the user has insufficient privileges to a file, or if it has been locked by some program or user.

2. Device Not Ready

This error most often occurs when there is no floppy disk (or a bad disk) in the disk drive and the system tries to perform tasks involving this disk.

3. File Not Found

The file concerned may have been damaged, moved, deleted, or a bug may have caused the error. Alternatively, the file simply might not exist, or the user has mistyped its name. More frequent on command line interfaces than on graphical user interfaces where files are presented iconically and users do not type file names.

4. Low Disk Space

This error occurs when the hard drive is (nearly) full. To fix this, the user should close some programs (to free swap file usage) and delete some files (normally temporary files, or other files after they have been backed up), or get a bigger hard drive.

5. Out of Memory

This error occurs when the system has run out of memory or tries to load a file too large to store in RAM. This can be fixed by closing some programs, or install more memory.

6. Error Code #0-

Error code 0 simply means your connection has been completed successfully. Obviously, there is no corrective measures needed for a successful connection.

7. Error Code #2-

The error code 2 means that the system (your computer) could not identify a specific file. In order to fix such an error, you should reinstall NCP and DUN.

How to Delete Temporary Files

Open Run from Start menu, right there %temp% and press enter. Temp files will be open, Select all and press Shift+Del and click yes.

What are Error Codes?

Error codes are numbers (or letter and number combinations) that are associated with error messages and are used to identify specific problems in Windows and other programs.

If you do not know how to do this, do not undertake this task yourself. You could possibly damage your computer severely.

8. Error Code #5-

Error Code #5 is very common. It means that access is denied. You need to double check that the username and password were entered correctly. In the event that they were, then make sure you have accept any authentication checked.

9. Error Code #6-

With Error Code #6, you have what is known as stack overflow. You need to try and cold boot your computer. If that does not solve the problem, then you may need to check your RAM or even your swap file.

10. Error Code #20-

Error code 20 is one of the 10 Most Common Win32 Error Codes. With code 20, your system cannot find a device you are trying to use. Be sure your correct modem is attached and selected. If this does not solve the problem, try reinstalling your modem.

What is Port?

A hardware port or peripheral port is a hole or connection found on the front or back of a computer. Ports allow computers to access external devices such as printers etc.

11. Error Code #71-

This code is easy enough to fix. It means no more connections are allowed. In most cases, it means someone has connected under you and therefore it is easy to fix.

12. Error Code #380-

Code 380 stands for an improper value. You need to make sure the auto dialer is set up for the appropriate dialer. If it is, then you need to set your dialer up again.

13. Error Code #600-

With code 600, you have an operation pending. You should begin by trying to reboot your computer. If that does not help, check to be sure that your computer is free of spyware.

14. Error Code #602-

This means your port has already been opened. Make sure your port has not been set to a speed that is too low.

15. Error Code #606-

Code 606 means that your port is not connected. Reinstalling your modem could fix this error. If not, you may need to contact a computer technician to fix it if simply reinstalling your modem does not work.

6. Common Ports and Peripheral Devices

When referring to a physical device, a hardware port or peripheral port is a hole or connection found on the front or back of a computer. Ports allow computers to access external devices such as printers. Below is a short listing of the different computer ports you may find on a computer.

Digital Visual Interface



LPT (Lin ePrinter Terminal)



Display Port



E-Sata



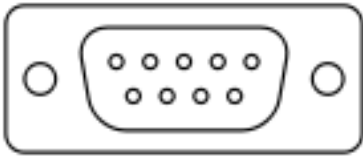
IEEE 1394 interface (FireWire)



PS/2



Serial



VGA



SCSI



RJ-11 (Modem Port, Phone Connector, Phone Jack or Phone Line)



7. Operating Computer with Keyboard

If your touchpad dies on your laptop or your mouse stops working on your desktop, it is worth knowing how to move the mouse cursor around until you can get your system back to normal. Below are steps for controlling the mouse with the keyboard:

Enabling Mouse Keys

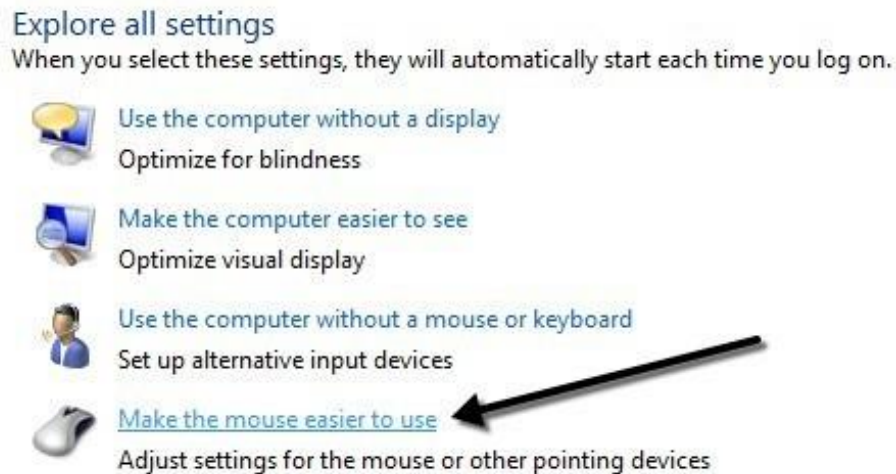
There is a feature built into Windows called Mouse Keys that allow you to use the numeric keypad on your keyboard to move your mouse around the screen. It even allows you to simulate a right-click, double-click and left-click.

1. To enable Mouse Keys in Windows, open the **Control Panel** and click on **Ease of Access**.



Enabling Mouse through Keyboard

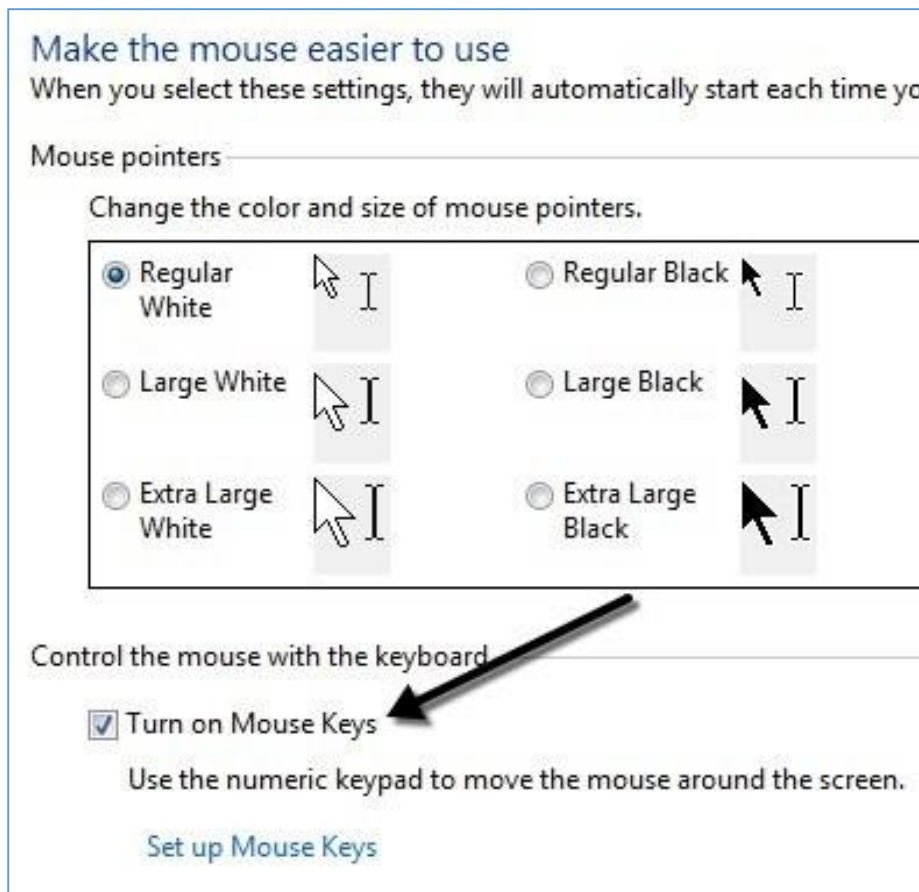
2. Towards the bottom under Explore all settings, you will see a link called **Make the mouse easier to use**.



Enabling Mouse through Keyboard

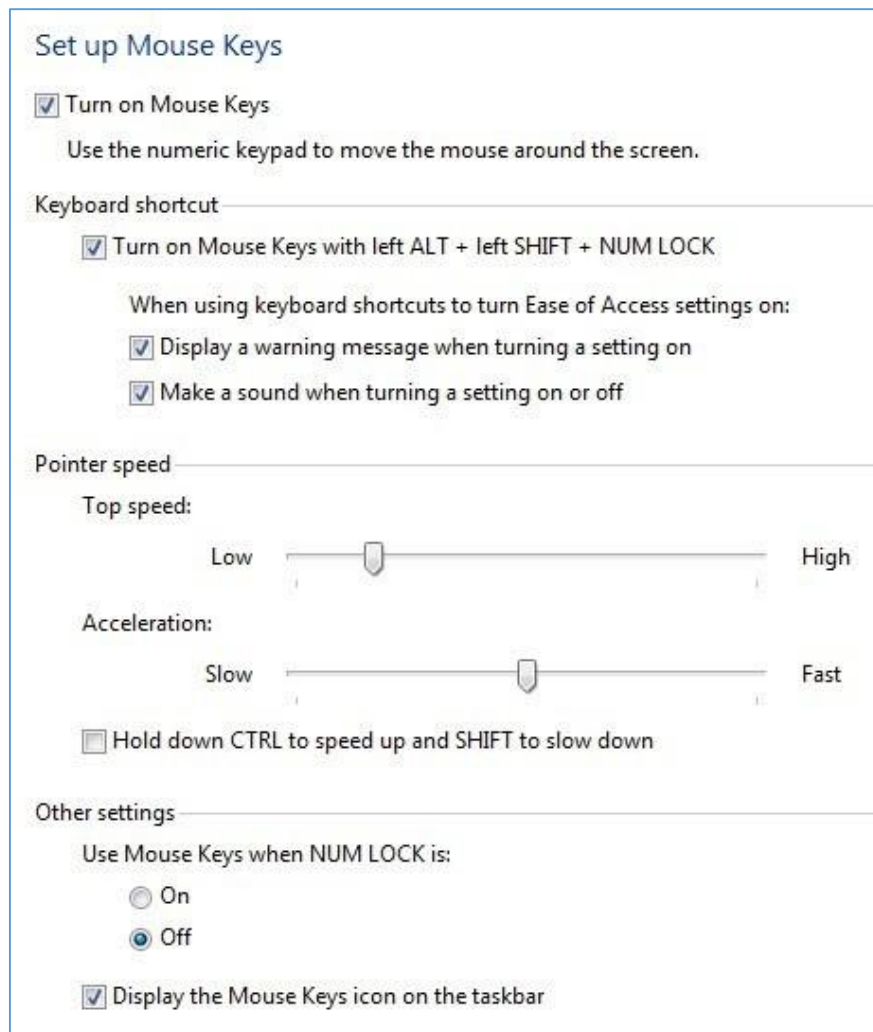
3. Now click on the **Turn on Mouse Keys** box. This will enable Mouse Keys in Windows. You can also enable Mouse Keys without having to go through the Control Panel by pressing ALT + Left SHIFT + NUM LOCK at the same time.

Note that you have to use the left SHIFT key as the right one will not work.



Enabling Mouse through Keyboard

4. Click on **Set up Mouse Keys** to configure all the options and settings. You can adjust the pointer speed if you find it too slow or fast and you can also check a box to use CTRL and SHIFT to make the cursor move faster or slower, respectively.



Enabling Mouse through Keyboard

- The other main setting to note is under Other Settings. By default, Mouse Keys will work only when **NUM LOCK** is On. You can change this to Off if you like. If Mouse Keys is being used, you should see a small little mouse icon in the system tray, otherwise it will have a red X over the mouse.



Enabling Mouse through Keyboard

6. Here are the controls, provided that you have a numeric keypad, to run Mouse Keys. You should now be able to move the cursor around with just the keyboard. In order to click on something, you first press /, -, or * to select the appropriate button on the mouse. Then press 5 to either click or right-click depending on which button you chose.

7. To double-click on something, you have to select the left mouse button (/) and then press the + (plus) sign. You can also drag and drop items by first moving the mouse cursor over the item and then pressing 0 to start the drag and (period) to drop it.
 - 2 = Move Down
 - 8 = Move Up
 - 4 = Move Left
 - 6 = Move Right
 - 7 = Move Diagonally Top Left
 - 9 = Move Diagonally Top Right
 - 1 = Move Diagonally Bottom Left
 - 3 = Move Diagonally Bottom Right
 - 5 = Once Button Selected, will
 - / = Select Left Mouse Button
 - - = Select Right Mouse Button
 - = Select Both Buttons

Summary of Module

- A peripheral device is defined as any auxiliary device that connects to and works with the computer in some way such as a computer mouse or keyboard.
- Input devices/peripherals, which interact with or send data to the computer. For example keyboard, mouse, joystick, scanner, microphone etc.
- Output devices/peripherals, which provide output to the user from the computer. For example monitor, projector, TV screen, printer, plotter, speakers etc.
- Some devices give input to your machine and also receive data called as Input/output peripherals devices. For example external hard drives, CD/DVD ROM Drive, Modems, Webcam etc.
- A computer keyboard is one of the primary input devices used with a computer.
- Keyboard shortcuts may also make it easier for you to interact with your computer. Use shortcut keys as an alternative to the mouse when working in Windows.
- Running a busy call center can often be very difficult task without appropriate software. However, you can manage call center very smoothly with right call center software selection.
- CRM (Customer Relationship Management) software, refers to software products that allow organizations to store, organize, synchronize, and search records relating to customer interactions.
- Customer relationship management (CRM) software is a tool that can prove valuable to business.
- Key Performance Indicators, also known as KPI, help an organization define and measure progress toward organizational goals.
- Key Performance Indicators are quantifiable measurements, agreed to beforehand, that reflect the critical success factors of an organization.
- Customer feedback is essential to all companies; not only because you can gather valuable customer vision, but because it allows you to identify product or service failures.
- One of the key factors to comprehending an increase of requests is to find a way to prioritize which request to start working on first. But it is hard to prioritize, when you have lot of requests.
- Troubleshooting is the process or identifying and fixing problems. Computer troubleshooting may involve hardware or software and can sometimes involve both at the same time.

- The basic process of troubleshooting is to check the most general possible problems first, and then gradually check for more specific problems.
- Task Manager shows you the programs, processes, and services that are currently running on your computer.
- When referring to a physical device, a hardware port or peripheral port is a hole or connection found on the front or back of a computer.

Frequently Asked Questions (FAQs)

FAQ 1: Define Peripheral device?

Answer A peripheral device is defined as any auxiliary device that connects to and works with the computer in some way such as a computer mouse or keyboard.

FAQ 2: List general types of peripheral devices?

Answer There are many different peripheral devices, but they fall into three general categories:

- Input Peripherals
- Output Peripherals
- Input/ Output Peripherals

FAQ 3: How many function keys exist in keyboard?

Answer The function keys are from F1 through F12

FAQ 4: Define CRM (Customer Relationship Management) Software?

Answer CRM refers to software products that allow organizations to store, organize, synchronize, and search records relating to customer interactions.

FAQ 5: Write any three famous CRM software's names used in call center?

Answer

- SAP CRM
- Salesforce
- Siebel CRM

FAQ 6: Define Key Performance Indicator (KPI)?

Answer Key Performance Indicators, also known as KPI, help an organization define and measure progress toward organizational goals.

FAQ 7: What is computer troubleshooting?

Answer Troubleshooting is the process of identifying and fixing problems. Computer troubleshooting may involve hardware or software and can sometimes involve both at the same time.

FAQ 8: What is the purpose of taskbar in windows?

Answer Task Manager shows you the programs, processes, and services that are currently running on your computer.

FAQ 9: In which situation "Access is denied" error message may occur?

Answer This error occurs if the user has insufficient privileges to a file, or if it has been locked by some program or user.

FAQ 10: Define Port?

Answer A hardware port or peripheral port is a hole or connection found on the front or back of a computer.

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. **Scanner is _____.**
 - a. Output peripheral
 - b. Input peripheral
 - c. Both (a) & (b)
 - d. None

2. **Examples of Input/output Peripherals:**
 - a. External hard drives
 - b. CD/DVD ROM Drive,
 - c. Modems
 - d. All

3. **Keys give the user additional control over text manipulation and cursor placement are:**
 - a. Control Keys
 - b. Function Keys
 - c. Alphanumeric keys
 - d. Arrow keys

4. **Short key of “Copy”.**
 - a. CTRL+X
 - b. CTRL+V
 - c. CTRL+W
 - d. CTRL+C

5. **Advantages of use of CRM is:**
 - a. Keeps up-to-date customer database
 - b. Does not keep up-to-date customer database
 - c. Time wastage
 - d. Money wastage

6. **Use of KPI can improve _____.**
 - a. Financial performance
 - b. Employee performance
 - c. Customer relations
 - d. All

7. **Ctrl+Alt+Delete is short key of _____.**
 - a. Control panel
 - b. Task Manager
 - c. Internet Explorer
 - d. Shut down

8. No of tabs in Task manager are:

- | | |
|--------|----------|
| a. One | b. Six |
| c. Two | d. Eight |

9. This error occurs when there is no floppy disk (or a bad disk) in the disk drive and the system tries to perform tasks involving this disk.

- | | |
|-------------------|---------------------|
| a. Access denied | b. Device not ready |
| c. File not found | d. Low disk space |

10. Error code # 6 represents _____.

- | | |
|-------------------|---------------------|
| a. Access denied | b. Device not ready |
| c. Stack Overflow | d. File not found |

Answer Key

MCQ Number	Correct Answer
1	b
2	d
3	a
4	d
5	a
6	d
7	b
8	b
9	b
10	c

Module 2: Demonstrate Knowledge and Use of Internet / Intranet

Learning Outcomes

After completion of this learning module, you will be able to:

- Explain internet and its use.
- Establish internet connection through (DSL / Wi-Fi /dialup/broadband).
- Indicate the usefulness of internet.
- Use internet/world wide web.
- Know about different internet domains.
- Give an account of what is intranet.
- Understand benefits of Intranet.
- Differentiate between internet and intranet.
- Elucidate the term web browser.
- Identify types of web browsers.
- Navigate through web browsers.
- Make use of the multiple functions of the browser address bar.
- Use browser commands.
- Search through the World Wide Web.
- Use different search engines.
- Filter /extract information through search.
- Understand what bookmarking is.
- Remember why a webpage/site is bookmarked.
- Bookmark a webpage/site.

Learning Unit 1: World Wide Web / Internet

Overview

Internet is accessible to many people nowadays as it satisfies their needs and provides various services related to their fields. It is a very useful facility that provides quick service with a few clicks. In this learning unit, you will learn about world wide Web. After completion of this learning unit, you will be able to demonstrate the knowledge about World Wide Web, internet and will be able to establish internet connection through (DSL / Wi-Fi /dialup/broadband).

1. Use of Internet

Internet sometimes called "the Net", is a worldwide network of computers that are linked together to exchange data, news and opinions. A network is a group of two or more computer systems linked together.

The World Wide Web, or simply "www", is a way of accessing information over the medium of the Internet. The World Wide Web is a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (Hypertext Markup Language) that supports links to other documents, as well as graphics, audio and video files.

Uses of Internet

Today internet is used for different purposes depending upon the requirement. Here are some uses of the internet given below:

Communication: we can communicate with the people living far away from us. Email, social networking, video call/conferencing, chat are some of the prime example of it.

Research: In order to do the research you need to go through hundreds of books as well as the references which were one of the most difficult jobs to do earlier. Through internet everything is available just a click away.

Education: There are a number of books, reference books, online help centers, expert's views and other study oriented material on the internet that can make the learning process very easy.

Job Search: Using the internet, this has become an easier task. There is a lot of websites on the internet that provided with the news about the vacancies in various companies.

Online Shopping: Shopping has become one of the most pleasing things to do using the internet. Just visit the concerned websites and order the items from all over the world. These items will be shipped to you.

Do you know!

World Wide Web is not synonymous with the Internet. Internet connects millions of computers together globally in which any computer can communicate with any other computer when they are connected to the Internet. The World Wide Web is a way of accessing information over the medium of the Internet.

Remember

Consider your computer and location when picking the Internet connection provider.

Online Booking: You can reserve your seats for buses, railway and aero plane online.

Online Banking: Nowadays, online banking is practically the norm. You log into your online accounts to pay bills, transfer funds, or just to check your balance. Prior to online banking, you would have to drive to your bank and wait in queue for the next teller to have your transactions completed.

Information and Resources: The Internet is swamped with information about anything and everything. There are multiple search engines that have made it easier for Internet users to find information.

News: You can also get the latest news, breakthroughs in all fields including medicine and even research publications at the click of a button.

Entertainment: This is one of the major reasons why many people enjoy surfing the Internet. You can watch movies, listen to music, read your favorite celebrity gossip columns and play games over the Internet.

2. Establishing Internet Connection

Do you know!

Depending on whether you have which DSL internet service provider (ISP), the steps you'll need to take to setup your internet connection will be different.

1. Establishing DSL Connection

Digital subscriber line (DSL; originally a digital subscriber loop) is a family of technologies that are used to transmit digital data over telephone lines. DSL service can be delivered simultaneously with wired telephone service on the same telephone line. Here are steps for setting DSL connection.

First of all we need a DSL service enabled telephone line, if your telephone line has no activated DSL service then call your service provider to activate this service for you.

In Pakistan the widely used DSL service is powered by PTCL (Pakistan Telecommunication Company Limited). There are few other service providers in the market that provide DSL services.

Required Equipment and Devices

The following equipment and devices are required to establish a DSL connection:

- DSL service enabled Telephone Line
- DSL Filter (also known as Splitter)
- DSL CPE (Modem / Router)
- Computer System

Procedure of Establishing DSL Connection

The procedure to establish a DSL connection has the following steps:

Step 1: Plug the device into an electrical outlet.

Step 2: Plug one end of a phone cord or cable into the wide area network (WAN) port of the device, and then plug the other end into the wall jack.

Step 3: Plug one end of an Ethernet cable into the local area network (LAN) port on the device, and then plug the other end into the networking port of the computer that you want to connect to the Internet.

Step 4: View the Internet connection status through clicking the broadband icon. Click 'reconnect' or other similar buttons if connection is still unavailable. Do this until an Internet connection is established.

2. Establishing Wi-Fi Connection

The procedure to establish a Wi-Fi connection has the following steps:

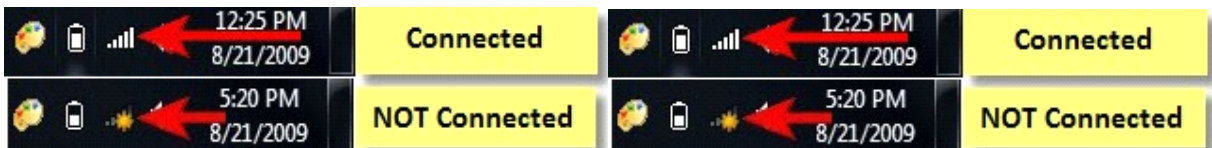
Step 1: On the right side of the taskbar, you will see a wireless network icon like the one below. Click on it.

Step 2: A window with available network connections will open. Click on the “connect” button to connect the available network.

Step 3: If it has any security key, you have to mention. Else by clicking connect it will connect the network.

Step 4: If you plan to use that network in the future, make sure you check the box that says 'Connect automatically'. This way, when you start your *laptop* next time, in the same area, it will automatically connect to this wireless network.

Step 5: After connection icon will appear like below:



Sometimes internet connects with the server by providing your company, and you are connected with that network.

NOTE: Be cautious with wireless networks which have no security enabled. They can be used to steal personal data. If you connect to such networks make sure your security settings are turned on.

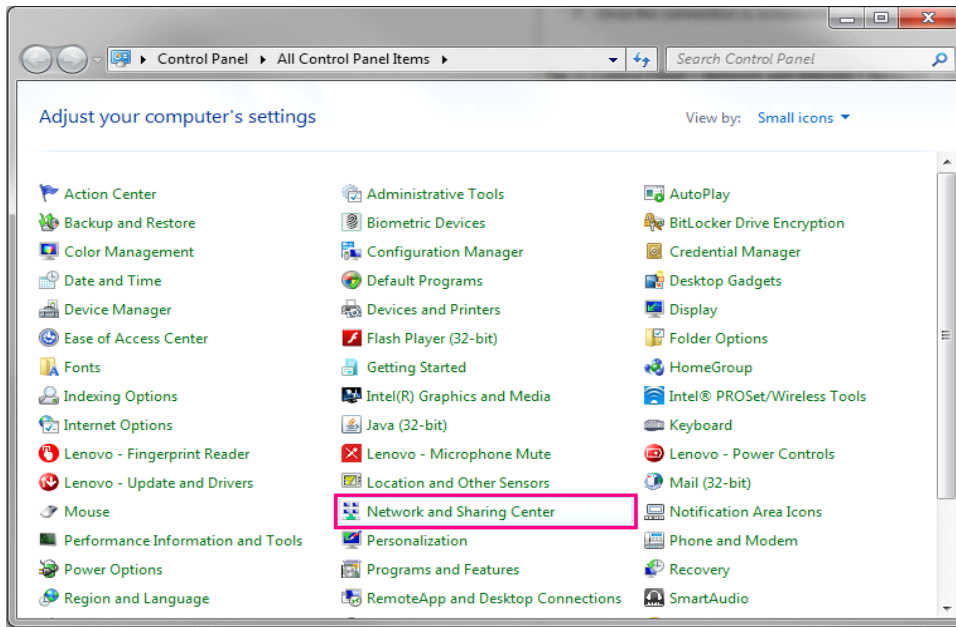
3. Establishing Dial up Connection

By default, Windows 7 computers do not come with dial-up modems built in. You can check the Device Manager to confirm, if there is a dial-up modem installed by doing the following:

- Open the Start menu and select Control Panel.
- Select System/System and Security.
- Open the Device Manager and check the list of devices for the name of a dialup modem device.

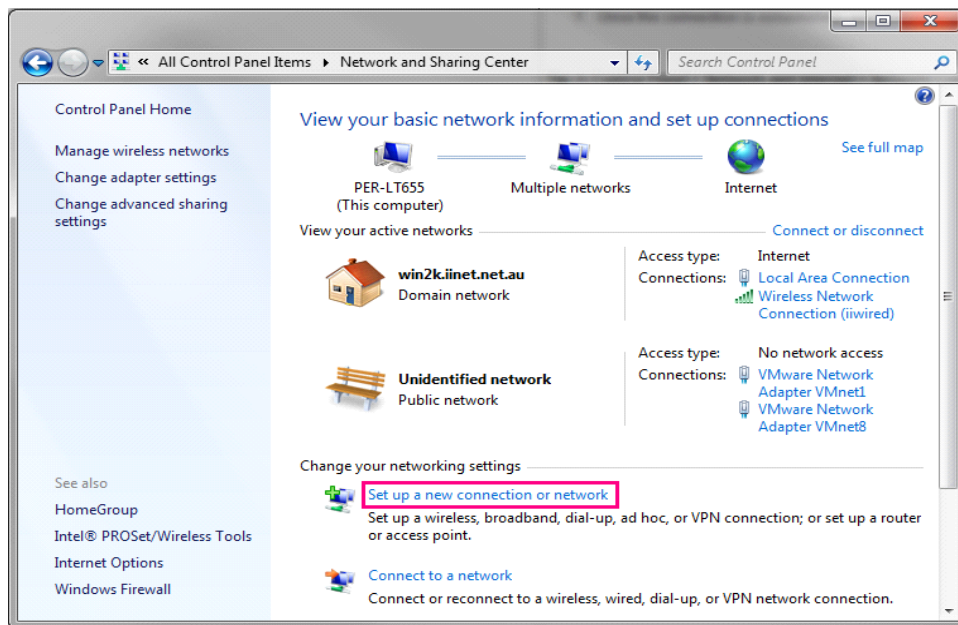
Step 1: Open the Start menu and select Control Panel.

Step 2: Select Network and Sharing Centre.

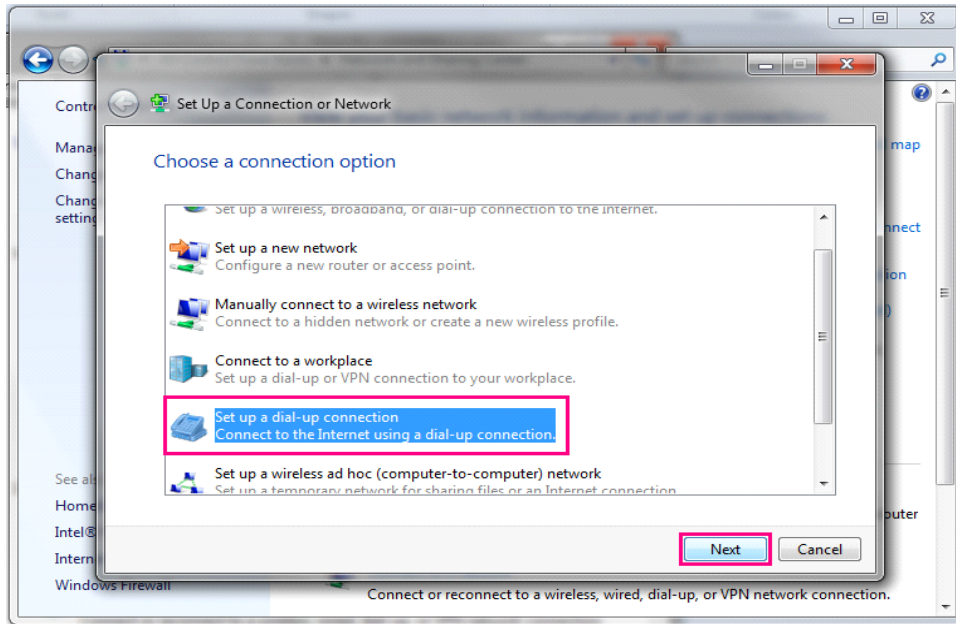


Step 3: Click Set up a new connection or network.

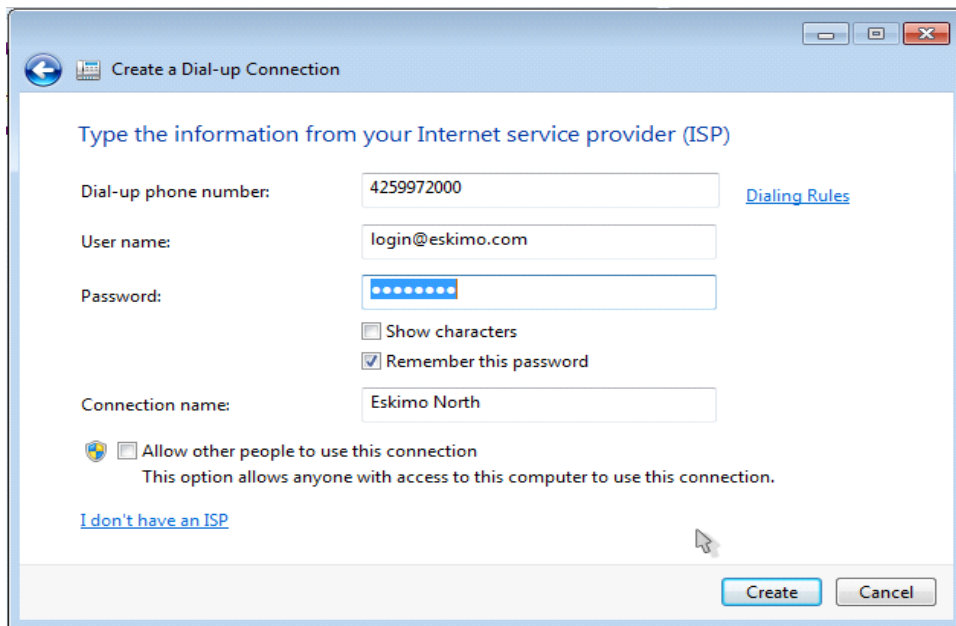
Remember
In Control Panel > Network and Internet > Network Connections, you'll find the dialup icon listed.



Step 4: Select Set up a dialup connection.



Step 5: Fill "Dial-up phone number, User name and Password" in the form and then click Create.



Step 6: The Wizard will attempt to connect to the dialup internet. If it fails (for example, the phone line is occupied by a phone call) ignore the error message and click Skip and try to connect again when the phone line isn't busy.

Step 7: Once the connection is established, your computer should be online.

3. Internet as a Useful Tool

Web Browser

A web browser (commonly referred to as a browser) is a software application used to retrieve, present, and traverse information resources on the World Wide Web. An information resource may be a web page, image, video or other piece of content.

Internet is a great learning tool and source of information for all ages when used correctly. The internet has become a great way to study both our local culture and observe how the international culture has changed. It helps us in;

- keeping up-to-date with the current affairs
- dealing with visa passport
- sharing information on social media
- online finance dealing
- online admission
- communication with other all over the world
- paying bills

4. Use of Internet/World Wide Web

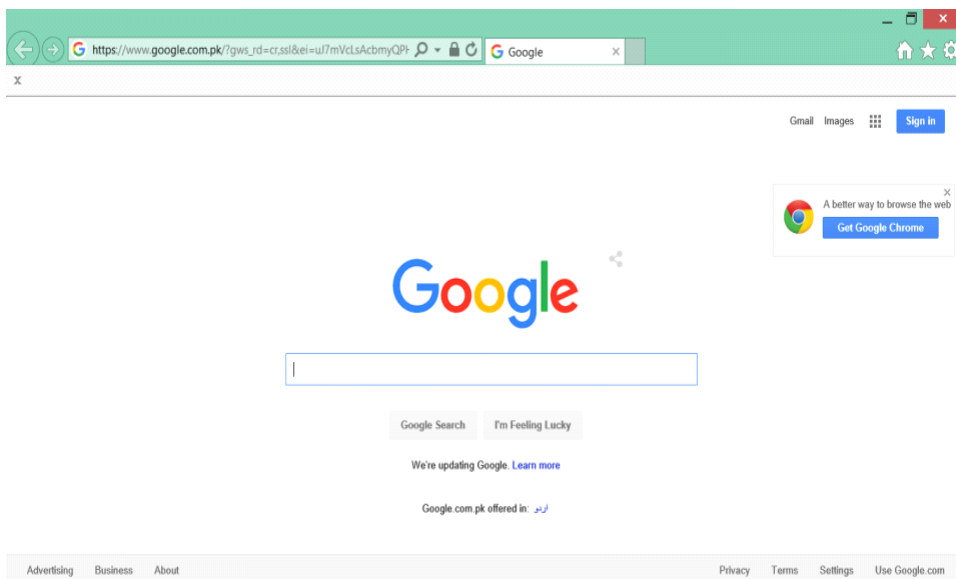
Use of Internet to Search required Information

The Internet is easy to use and offers you the chance to research, share & view news and information with people across the world. Below is the procedure to access the internet:

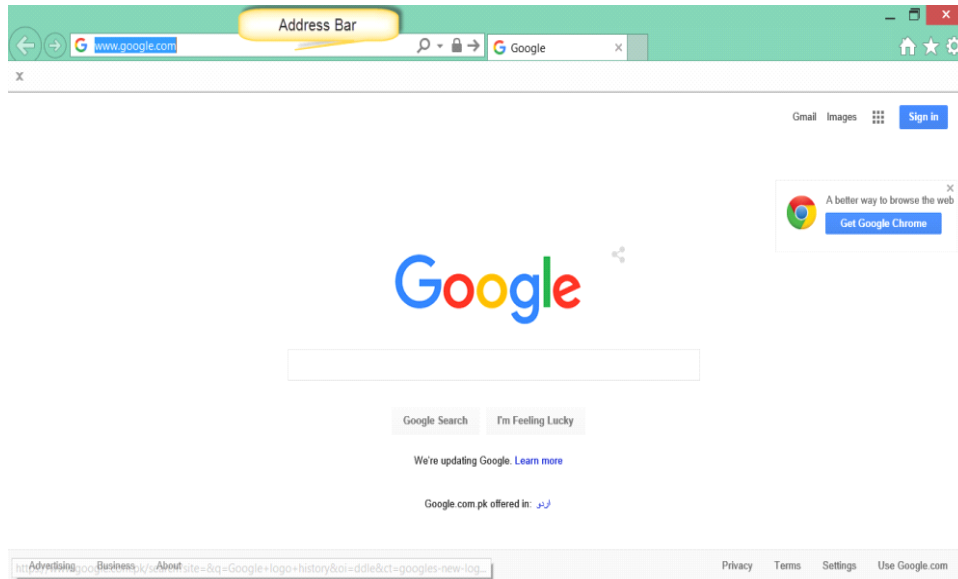
Step 1: You need a working computer with internet connectivity.

Step 2: You can establish the internet connection by any means mentioned in section “Establishing Internet Connection [2]”.

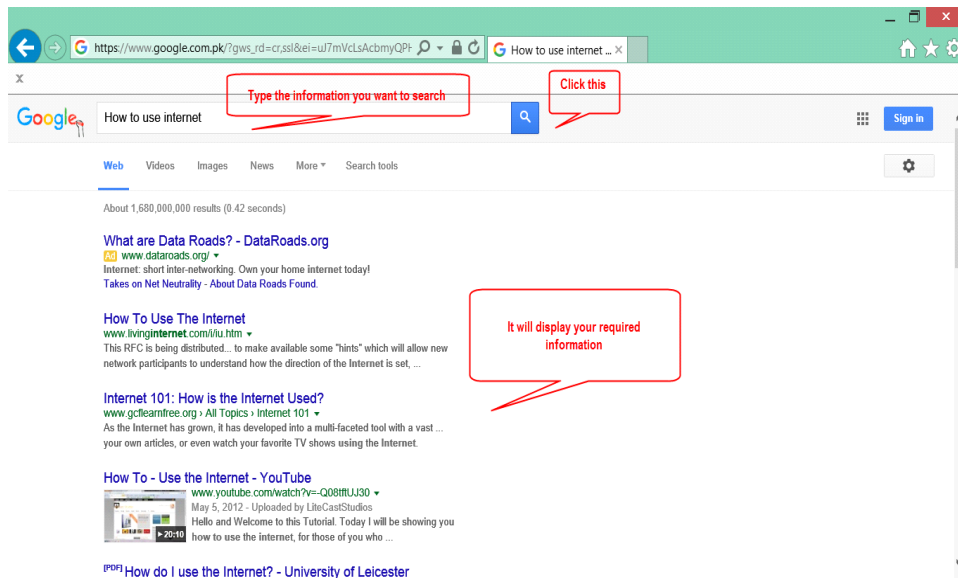
Step 3: Double Click on Internet Explorer icon . A new window will be opened like below image.



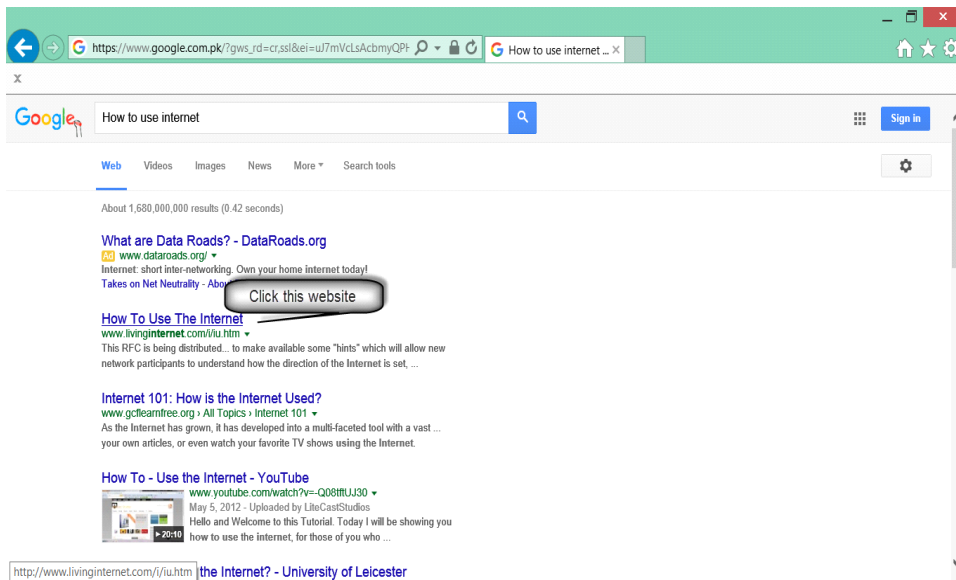
Step 4: Click on Address bar of Internet Explorer & type website address (e.g. www.google.com) and Press “Enter”



Step 5: Type the information you want to search (e.g. “How to use internet”), it will display number of web pages containing the required information.



Step 6: Now click on any website you want to open. It will redirect to that page.

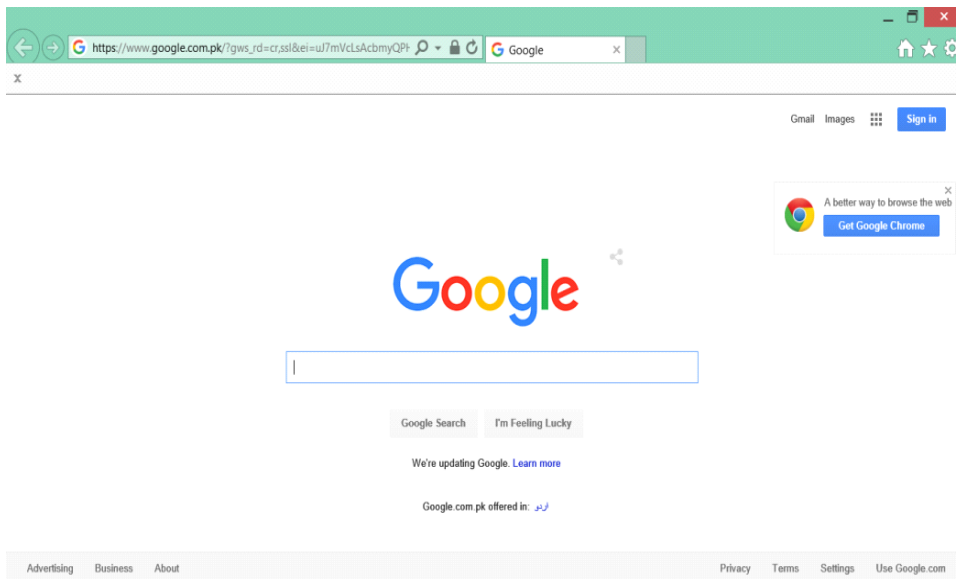


In this way you can use the internet to find any information.

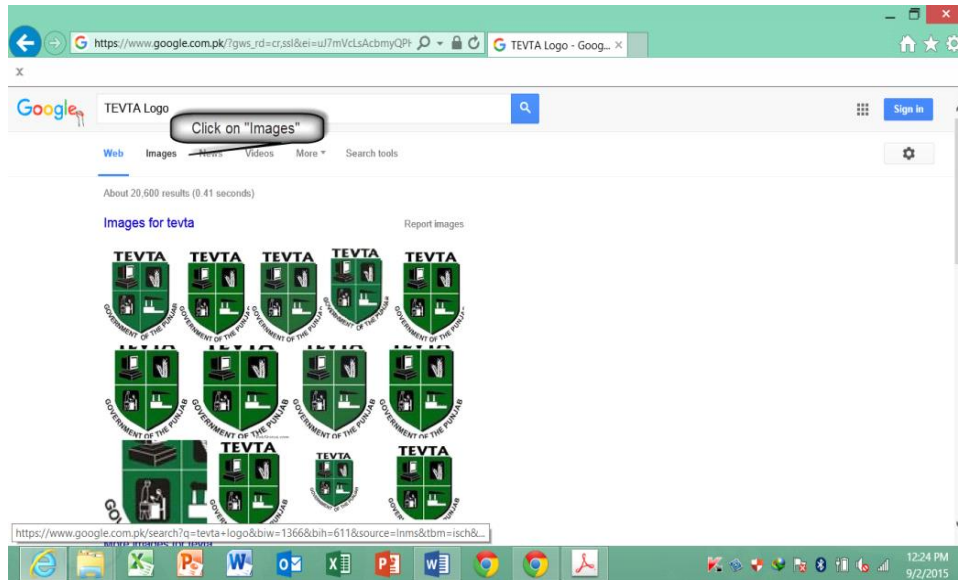
Use of Internet to Search “Images”

For searching an image, you need to follow the steps illustrated below:

Step 1: Double Click on Internet Explorer icon. A new window will be opened like below image.



Step 2: Type which image you want to search (e.g. TEVTA logo), then click on “Images” as shown in picture. This will appear new page with images only.









Step 3: Click on any image to view. It will show a larger image.

5. Domain Abbreviations

The part of a network address which identifies it as belonging to a particular domain is called **domain name**. Domain names are used to identify one or more IP addresses. Domain names are used in URLs to identify particular Web pages. Every domain name has a suffix that indicates which top level domain (TLD) it belongs to. There are only a limited number of such domains. For example:

Original Top Level Domain	
Domain	Description
.com	Commercial
.org	Organization
.net	Network
.int	International Organizations
.edu	Education
.gov	Government Agencies
.mil	Military
Infrastructure Top-Level Domain	
.arpa	"Address and Routing Parameter Area"

Country Code Top-Level Domains	
Name	Entity
<u>.ca</u>	 <u>Canada</u>
<u>.nz</u>	 <u>New Zealand</u>
<u>.pk</u>	 <u>Pakistan</u>
<u>.sa</u>	 <u>Saudi Arabia</u>
<u>.uk</u>	 <u>United Kingdom</u>
<u>.us</u>	 <u>United States of America</u>

Learning Unit 2: Understand and Use Intranet

Overview

A key requirement in today's business environment is the ability to communicate more effectively, both internally with your employees and externally with your trading partners and customers. An intranet is a private internal business network that enables your employees to share information, collaborate, and improve their communications. This Learning unit focuses on topics what is intranet, benefits of Intranet, differentiate between internet and intranet use of the intranet. After completion of this learning unit, you will be able to demonstrate the use of intranet.

1. Intranet

"Intra" means "internal" or "within", so the Intranet is an internal or private network belonging to an organization, accessible only by the organization's members, employees, or others with authorization. The main purpose of an intranet is to share company information and computing resources among employees.

2. Benefits of Intranet

Intranet can be efficiently used for:

Publishing: delivering information and business news as directories and web documents

Document Management: viewing, printing and working collaboratively on office documents such as spreadsheets

Training: accessing and delivering various types of e-learning to the user's desktop

Workflow: automating a range of administrative processes

Email: integrating intranet content with email services so that information can be distributed effectively

Better Internal Communications: corporate information can be stored centrally and accessed at any time

Sharing of Resources and Best Practice: a virtual community can be created to facilitate information sharing and collaborative working

Improved Customer Service: better access to accurate and consistent information by your staff leads to enhanced levels of customer service

Reduction in Paperwork: forms can be accessed and completed on the desktop without printing

Productivity: An intranet which gives employees’ access to all the tools and information they need to effectively perform that day’s tasks, every day, can go a thousand miles in improving productivity.

Team Collaboration: Employees can upload information or reports at one location that are accessible to colleagues working on the same projects at another.

Resource Delivery: With an intranet, large companies can efficiently make new applications and resources available to all employees or those in a certain work area.

Security and Reliability: Intranets often offer significant advantages in security and privacy over the Internet and other forms of electronic communication. Companies can use various types of firewalls and encrypted technology to protect data and internal communication from hackers.

Cost-effective: Users can view information and data via web-browser rather than maintaining physical documents such as procedure manuals, internal phone list and requisition forms.

3. Intranet vs. Internet

The terms Internet and Intranet are most widely used terms. Many people think both are similar, but there are lots of differences between them.

Internet	Intranet
“Inter” means “between” or “among” groups.	Intra" means "internal" or "within"
Internet is wide network of computers and is open for all	Intranet is a private network of computers used for specific group of users
Inter deals with open systems among groups	Intra deals with closed systems between a single group
Internet itself contains a large number of intranets	Intranet can be accessed from Internet but with restrictions
The number of users who use internet is Unlimited	The number of users is limited as it is private network
Internet contains different source of information and is available for all.	Intranet contains only specific group information
Internet site is mainly used to find out information about anything	The intranet is used for everyday work inside the company
Collection of various LANs, WANs and MANs	Mostly any of LAN or MAN or WAN.

4. Use of Intranet

Intranet can be used in many ways. Usually organization use intranet for deploying its local website which can only be accessible by its employees.

Note: Intranet usage can vary from organization to organization. Here common procedure is described just for your understanding.

Step 1: You need to enter the website address provided by organization in your browser.

Step 2: Enter “username” and “password” provided by organization.

Step 3: Access the information shared by company.

Step 4: Access your email address for communication.

Step 6: Manage and perform tasks.

Learning Unit 3: Use Web Browser

Overview

A browser is the program you use to access the internet and there are several different browsers to choose from. This learning unit will cover the topics including the term web browser, types of web browsers, navigating through web browsers, usage of the multiple functions of the browser address bar, and common browser commands.

1. Web Browser

A web browser (commonly referred to as a browser) is a software application for retrieving, presenting, and traversing information resources on the World Wide Web. Web Browsers are software installed on your PC. To access the Web, you need a web browser, such as Microsoft Internet Explorer or Mozilla Firefox etc.

2. Types of Web Browsers

All web browsers are application programs used to access information on World Wide Web. Although the primary application of all the web browsers is the same, they differ from each other in more than one aspect. The distinguishing areas are as under:

- Platform: Linux, Windows, Mac, BSD and other Unix
- Protocols: FTP, SFTP, SAMBA, HTTP, IMAP, etc.
- Graphical User Interface (GUI)
- Layout Engine: Amaya, Gecko, Trident, KHTML, WebKit
- Mobile Compatibility
- HTML5 Support
- Open Source
- Proprietary

However, the general features include downloads, bookmarks, spell checking, search engine toolbars, tabbed browsing and pop-up blocking. Some most utilized web browsers are illustrated below:

Microsoft Internet Explorer

Internet Explorer (IE) is a product from software giant Microsoft. This is the most commonly used browser in the universe. This was introduced in 1995 along with Windows 95 launch.

Mozilla Firefox

Firefox is a new browser derived from Mozilla. It has grown to be the second most popular browser on the Internet. It was released in 2004.

Google Chrome

This web browser was developed by Google. Its beta version was first released on 2008 for Microsoft Windows.

Opera

This browser was developed by Opera Software in 1996. It is a well-known browser that is mainly used in Internet-activated mobile phones, PDAs, and smartphones. Opera Mini and Opera Mobile are the browsers used in smartphones.

Apple Safari

Safari is a web browser developed by Apple Inc. and included in Mac OS X. It was first released as a public beta in January 2003. Safari has very good support for latest technologies like XHTML, CSS2 etc.

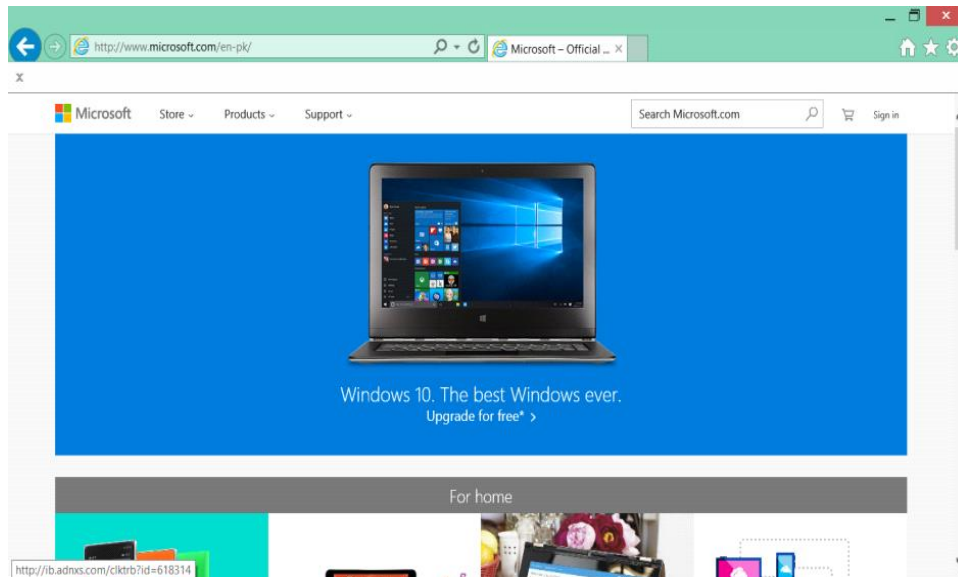
Netscape

Netscape is one of the original Web browsers. This is what Microsoft designed Internet Explorer to compete against. Netscape and IE comprise the major portion of the browser market. Netscape was introduced in 1994.

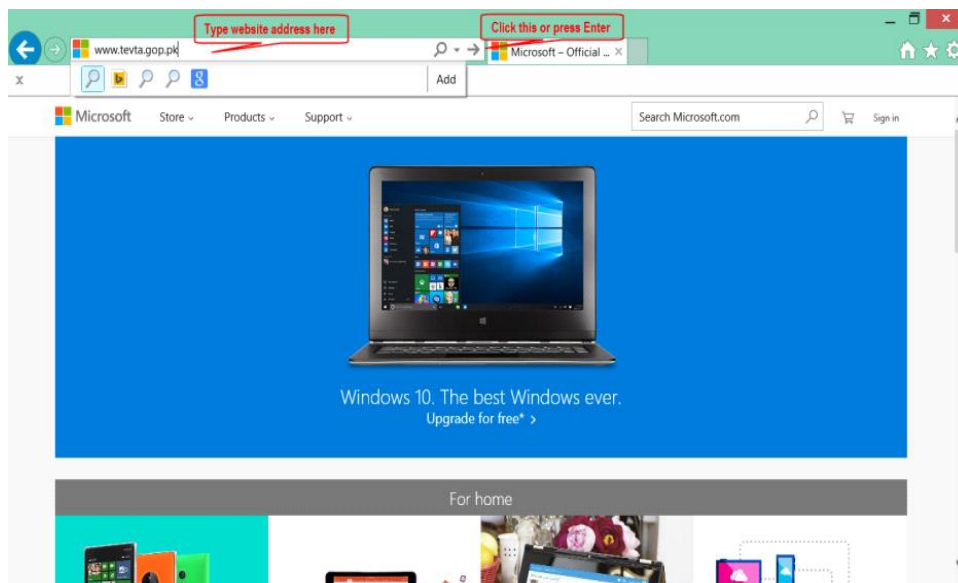
3. Navigating through Various Web Browsers

Navigating through Internet Explorer

Step 1: Double Click on Internet Explorer Icon. It will show the new application window as shown below.



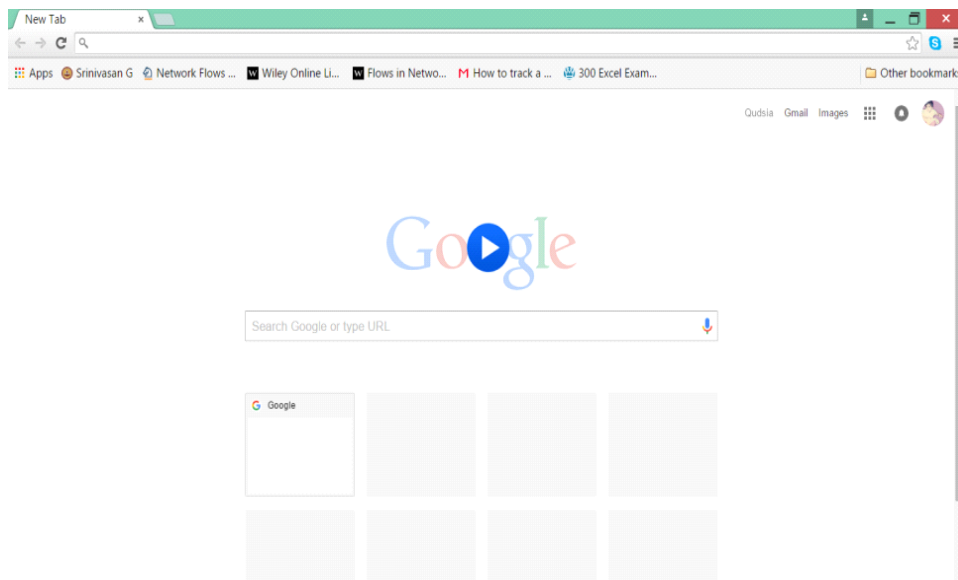
Step 2: Type the address of website in address bar as indicated in below illustration.



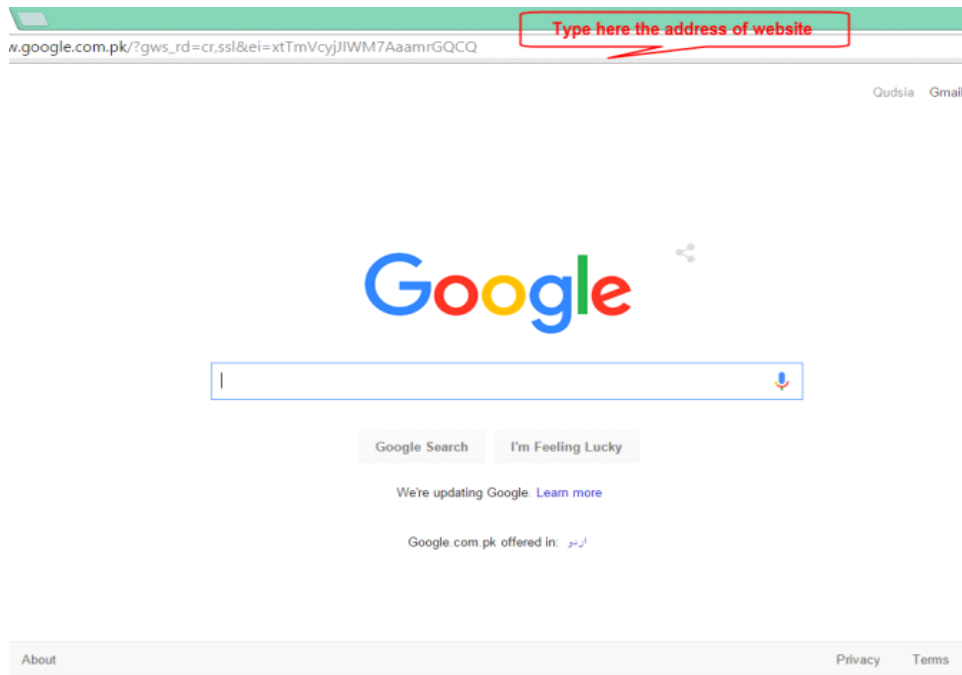
It will open the required website.

Navigating through Google Chrome

Step 1: Double Click on Google Chrome Icon. It will show the new application window as shown in the illustration given below.



Step 2: Now type the address of website you want to open. Press “Enter”.



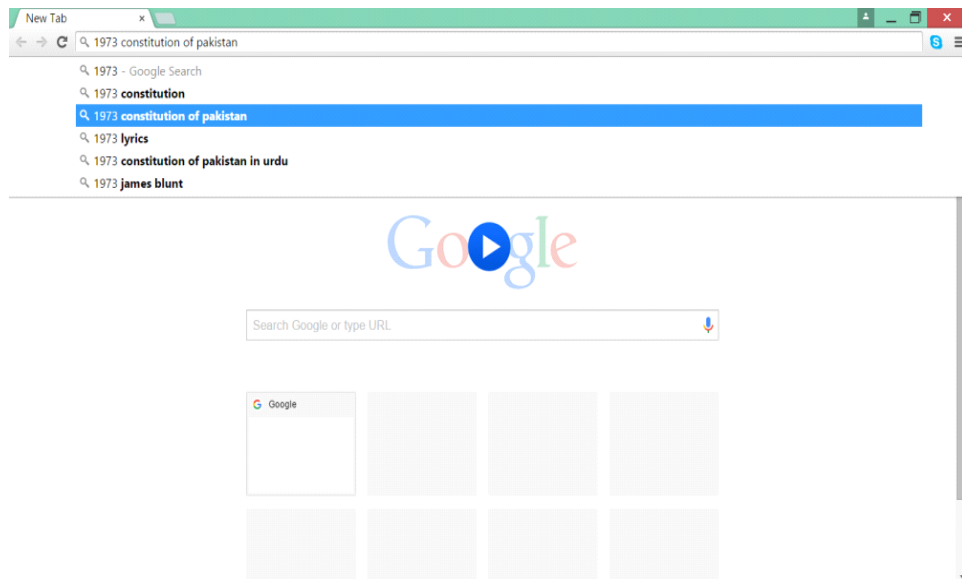
4. Multiple Uses of the Browser Address Bar

Searching through Address Bar

You can search using the address bar of browser. The procedure to carry out search using address bar is as under:

Step 1: First of all open the browser by double clicking icon (in this case we used google chrome).

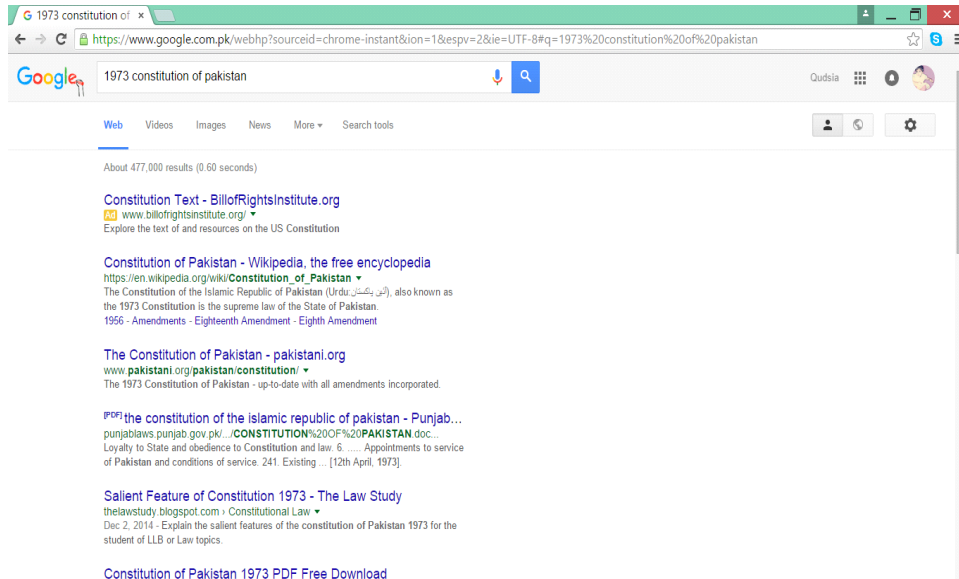
Step 2: Type the information you want to search (.e.g. 1973 constitution of Pakistan)



As you will type browser will suggest you related topics.

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Step 3: Press “Enter” or click with mouse. It will display your required search as shown in the illustration below.

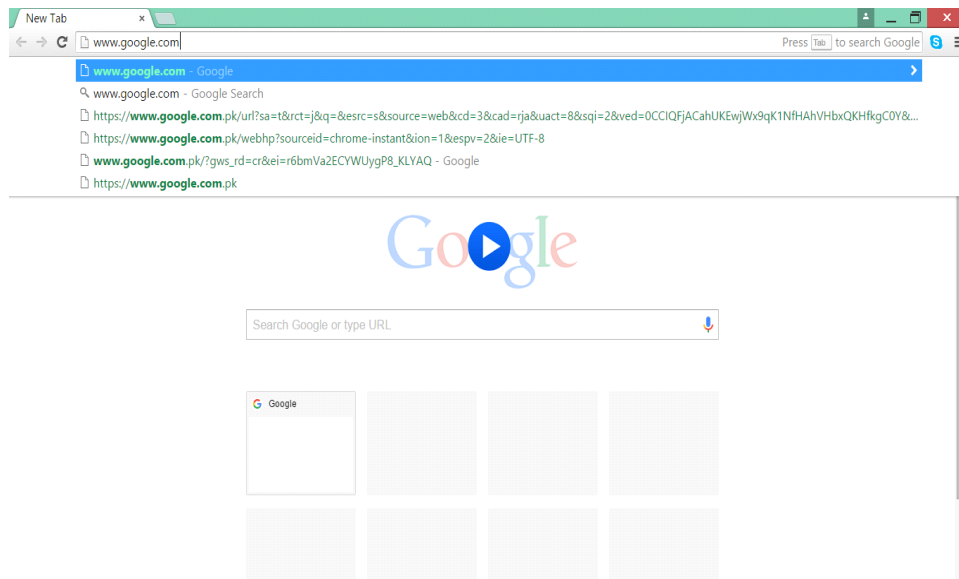


Navigating through Address Bar

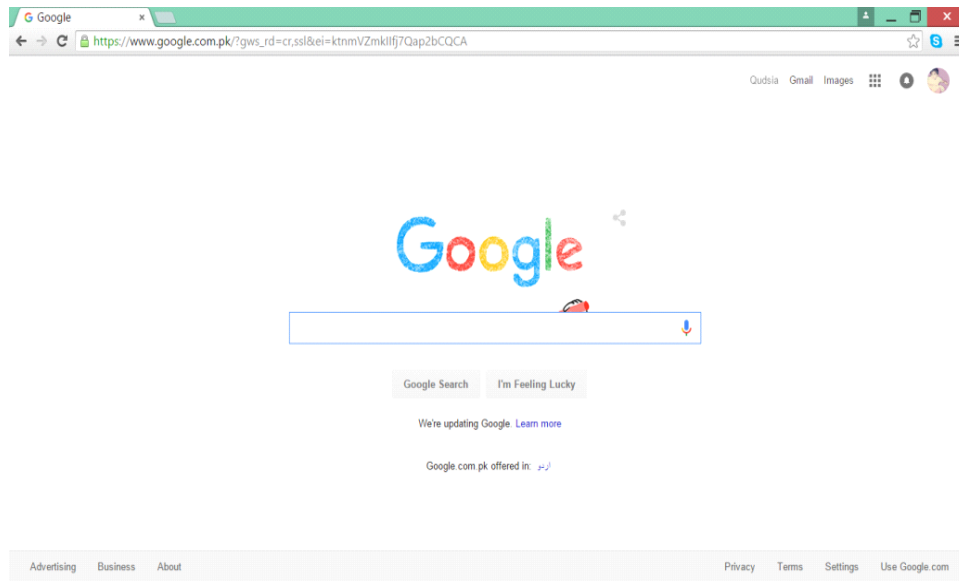
You can navigate (move) using the address bar of browser. The procedure to move to any website has the following steps:

Step 1: First of all open the browser by double clicking icon (in this case we used google chrome).

Step 2: Type the website address (e.g. www.google.com) you want to open.



Step 3: Press “enter” or click mouse, it will open the website as shown below.



5. Overview of Web Browser Commands

Each major web browser shares commands in common i.e. move to back page, move to forward page, Reload the current page and Refresh the page. Whether you're using Mozilla Firefox, Google Chrome, Internet Explorer, Apple Safari, or Opera – these commands will work in your browser. However each browser also has some of its own, browser-specific shortcuts, but learning the ones they have in common will serve you well as you switch between different browsers and computers.

Returning to Previous Page (Back)

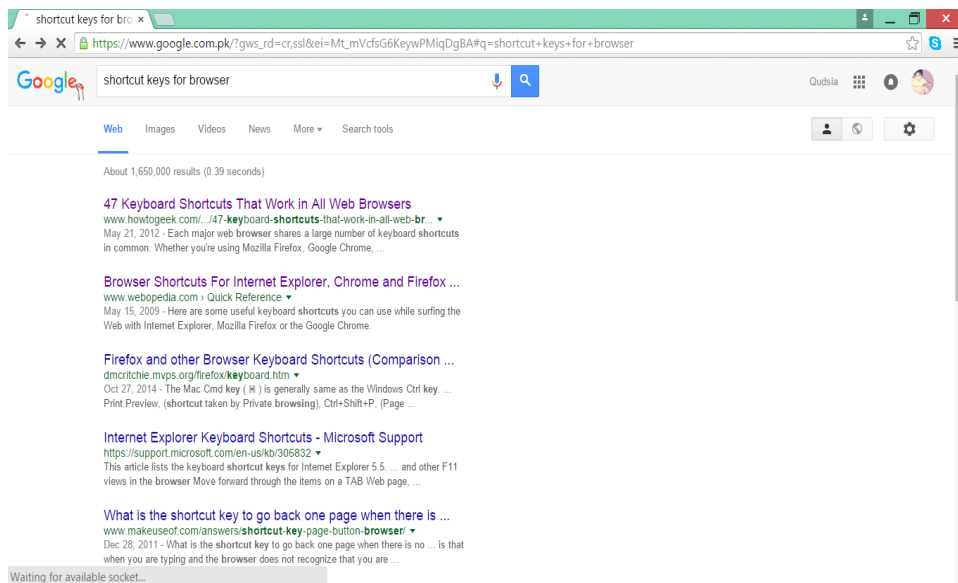
The back button visits the previous page that referred you to the page you are currently viewing. Typically this button resembles an arrow pointing to the left. Follow the following steps to use the Back command:

Step 1: Double click the browser icon to open it.

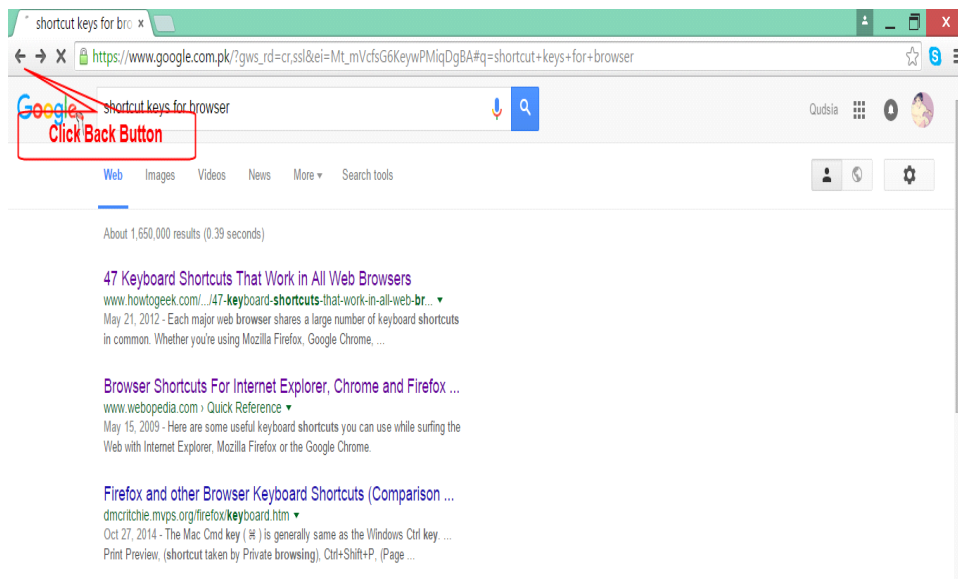
Step 2: Search any topic in it. (e.g. shortcut keys for browser).

Step 3: Open any link of displayed search.

Module 2: Demonstrate Knowledge and Use of Internet / Intranet



Step 4: Click the “back” button to move to previous page as indicated in picture.



It will take you to back page.

Move to Next Page (Forward)

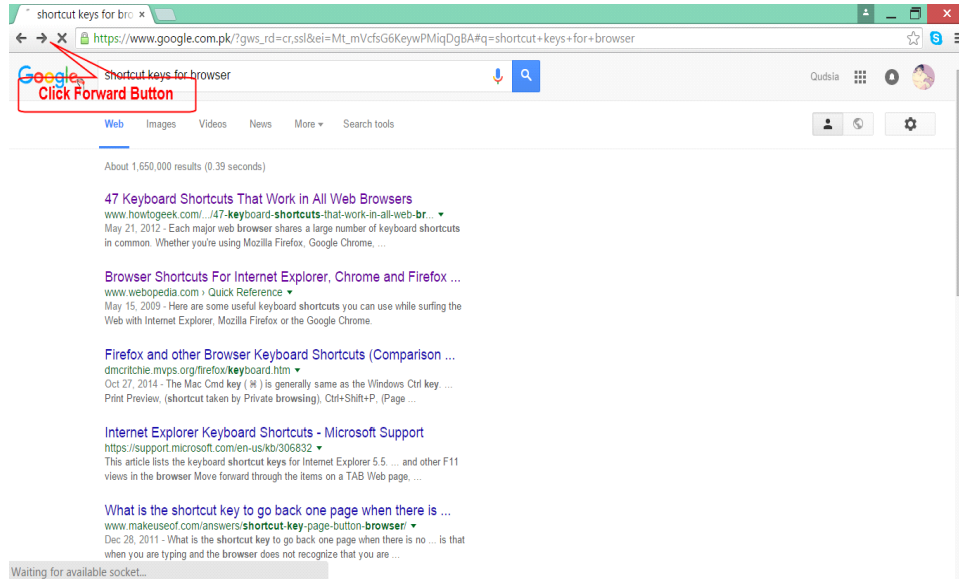
The forward button moves you forward a page. It only works if you have previously used the back button. If you have not gone back and your browser shows a forward button, it will be grayed out. You can follow the following steps to move forward while browsing:

Step 1: Double click the browser icon to open it.

Step 2: Search any topic in it. (e.g. shortcut keys for browser).

Step 3: Open any link of displayed search.

Step 4: Click the “forward” button to move to next page as indicated in picture.



It will take to you to next page.




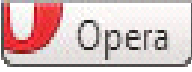
Reload/Refresh Page

As you browse the Internet the browser cache's data it downloads, meaning they store some or all parts of each page you visit on your computer. This feature is useful as it allows users to not have to download the full page each time they visit the same site. On some sites, you may want to refresh the page to get the latest version; e.g. on a news site. The Refresh button can also be used to reload a page that has failed to load because of an error. On the most popular browsers you can press the *F5* key or click on the refresh button. Look inside your browser toolbar for the refresh button, an icon similar to the following is designated for this command:



Settings (Menu)

Nearly all modern browsers today have moved advanced options and features in the upper right or left-hand corner of the browser window. Each browser's menu button is different, as shown below:

Browser	Icon for Menu Button
Internet Explorer	
Chrome	
Firefox	
Opera	

Full Screen

This function is used to make the browser window a full screen; temporarily removing the toolbar, buttons, and address bar. Often, this view mode may be toggled on and off by pressing the *F11* key on your keyboard.

History

This feature allows users to view which pages that have been visited since the browser history was last cleared or created. All your saved pages are stored in your Internet cache. The shortcut key for history for most browsers is *Ctrl+H*.

Print

This feature, although no longer a button and may be accessed through the main settings menu or pressing *Ctrl + P* on the keyboard.

Zoom

On modern browsers, holding down the *Ctrl* key and pressing either the + or - key zooms in or out, increasing and decreasing the size of font and images. To reset the zoom function to its default size, press *Ctrl + 0* (zero) at the same time.

Learning Unit 4: Search through World Wide Web

Overview

The incredible growth in the amount of electronic information that has become available in the last few years has made the ability to search and navigate these electronic sources increasingly important. This learning unit covers the topics searching through the world wide web, using different search engines, filtering /extracting information through search.

1. World Wide Web Search Process

The quick growth of the World Wide Web (WWW) is making it difficult for a user to locate information that is relevant to his/her interest. There are just too many servers to access and pages to browse through; even keeping track of new information as it becomes available online is a very time consuming task. Many methods have been proposed to ease this so called internet resource discovery problem.

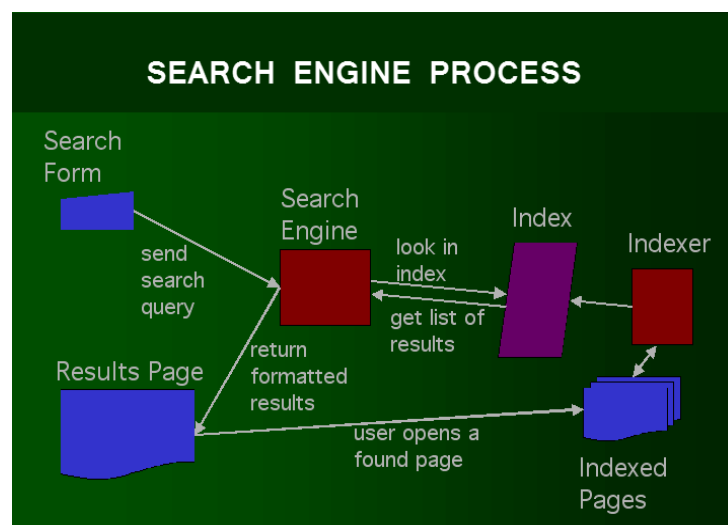
In general, most methods employ keyword searching strategy which allows a user to locate WWW page addresses or URL's (Uniform Resource Locator) by specifying a keyword or keywords. Given the keywords, such a system searches its index and, upon finding hits, shows a list of URL's with their respective titles, possibly ranked by their relevance scores. This search strategy complements browsing or hypertext navigation, which is the dominant access method of the WWW, by providing users with potentially relevant starting points for browsing.

Search Engine

A search engine is a software system that is designed to search for information on the World Wide Web. The search information may be a mix of web pages, images, and other types of files.

Crawler based Search Engine

Crawler-based search engines use automated software programs to survey and categorize web pages. The programs used by the search engines to access your web pages are called 'spiders', 'crawlers', 'robots' or 'bots'. A spider will find a web page, download it and analyse the information presented on the web page.



Human-Powered Directory

A 'directory' uses human editors who decide what category the site belongs to; they place websites within specific categories in the 'directories' database. The human editors comprehensively check the website and rank it, based on the information they find, using a pre-defined set of rules.

Search engines are the largest of the finding aids and often search the full text of many Web pages. The resources found are often numerous, numbering in the millions (representing billions of words), though not always well selected for quality or subject relevance. Resources found are placed in the search engine's databases which are made available for searching by the user.

Users can connect to a search engine site and enter keywords to query the index. The best matches, whether Web pages or other Internet resources, are then returned as hits.

2. Types of Search Engines

Search engines vary according to the size of the index, the frequency of updating the index, the search options, the speed of returning a result set, the result set presentation, the relevancy of the items included in a result set, and the overall ease of use. Some search engines are now indexing Web documents by the meta tags in the documents' HTML which are invisible to the browser. Each search engine has its own way of doing search, which is called its search algorithm.

Meta Search Engine

Meta search engines take the results from all the other search engines results, and combine them into one large listing.

Because the Internet is always growing and these search engines search in different ways so doing the same search using different search engines will often give you wildly differing results. Below few important types of search engines are described.

Search Engine	Address	Type
Google	www.google.com	Crawler-based engine, Human-Powered Directory
Yahoo	www.yahoo.com	Human-Powered Directory, Crawler-Based
AltaVista	www.altavista.com	Crawler-based engine
MSN Search	www.msn.com	Human-Powered Directory, crawler-based
AOL Search	www.aol.com	crawler-based
Bing	www.bing.com	Human-Powered Directory , crawler-based
Answers	www.answers.com	Meta Search Engine
Excite	www.excite.com	Meta Search Engine
Dogpile	www.dogpile.com	Meta Search Engine
Info Space	www.infospace.com	People Search Engine
Ask Jeeves	www.ask.com	crawler-based search

youtube	www.youtube.com	Videos search engine
yclips	www.yclips.com	Videos search engine
Dailymotion	www.dailymotion.com	Videos search engine

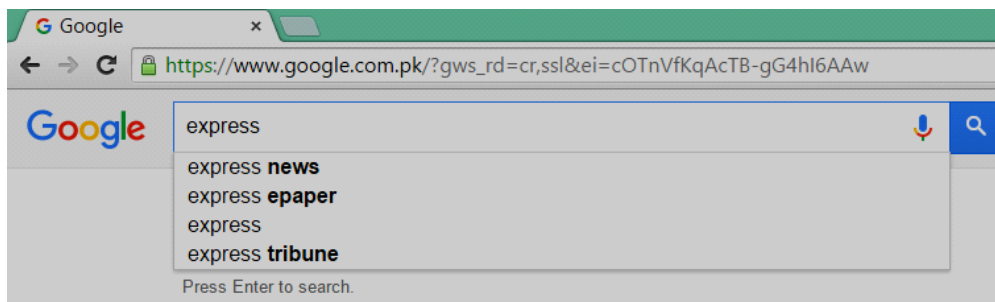
3. Use of Search Engine

The procedure for using search engine has the following steps:

Step 1: Double Click the browser (Internet Explorer/Google chrome/Mozilla Firefox)

Step2: Navigate to any search engine (e.g. www.google.com) by typing www.google.com in address bar of browser.

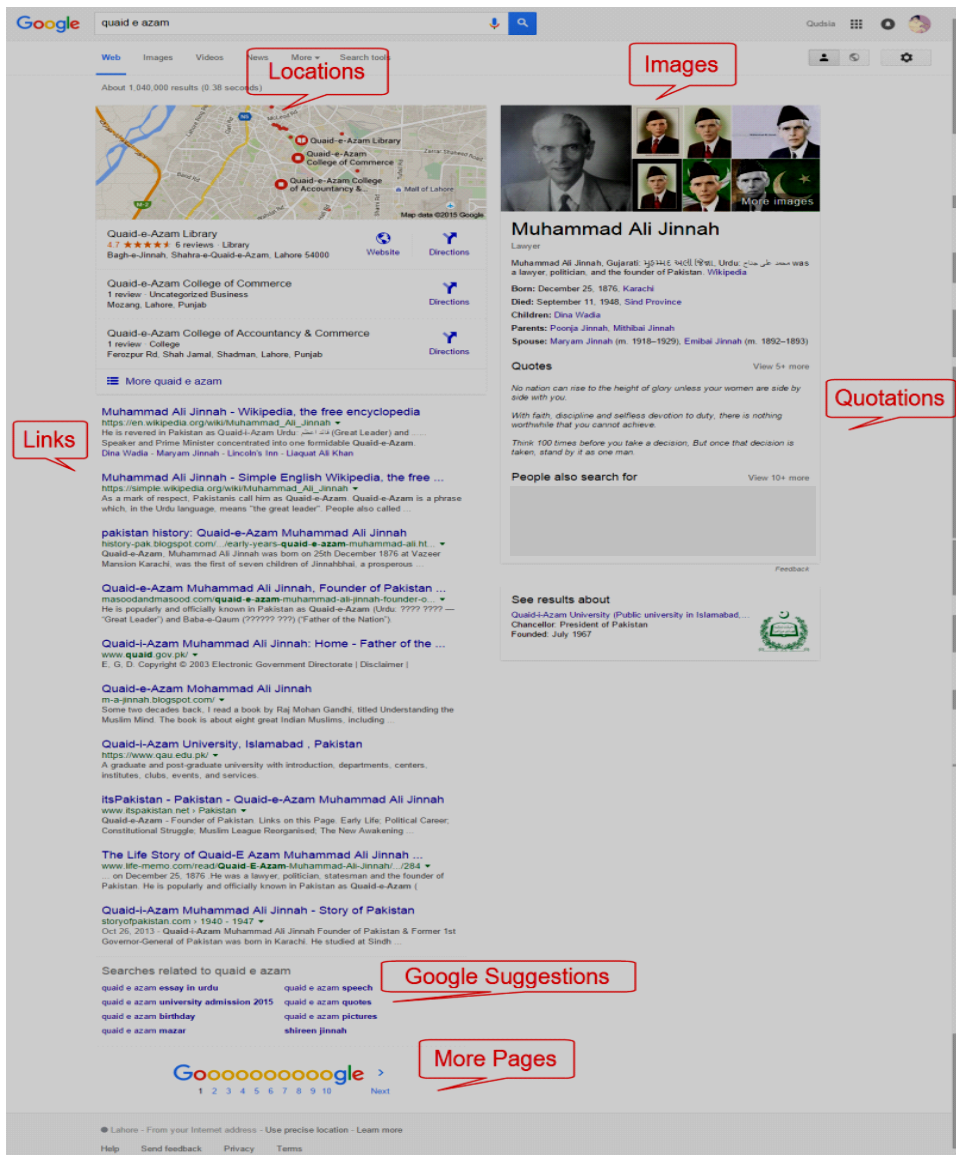
Step 3: Enter/type your search keywords (e.g. express news).



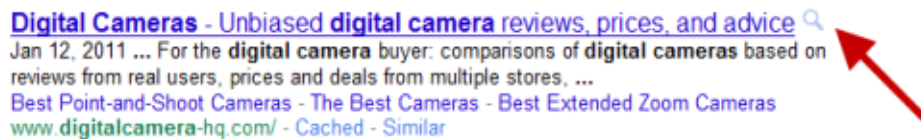
Do you know!

As you type, you may see words begin to appear below the toolbar's search box. These are suggestions that Google thinks may match what you're interested in. Google calls this "Google Suggest" or "Autocomplete." You can ignore the suggestions, but if one seems useful, select it to save some typing.

Step 4: After typing you will get search results. Review the search results.



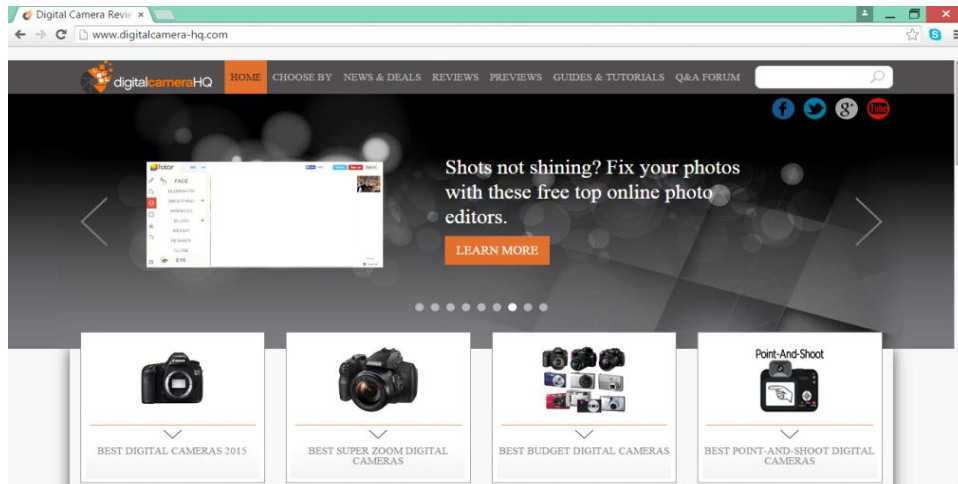
Step 5: You can see Google provides a way to quickly check on this. It's called Google Instant Previews. Next to the web page listings, you'll see a magnifying glass symbol appear:



Click on this, and you'll make a preview of the page for that listing appear:



Step 6: If the preview is providing your required information just open page by “Clicking” on the link. It will navigate you to the website.



4. Filter/Extract Information through Search

Anyone can type a couple of words into a search engine and get lots of results, but are they necessarily the best results? Here, it is explained how you filter/extract most out of search engines:

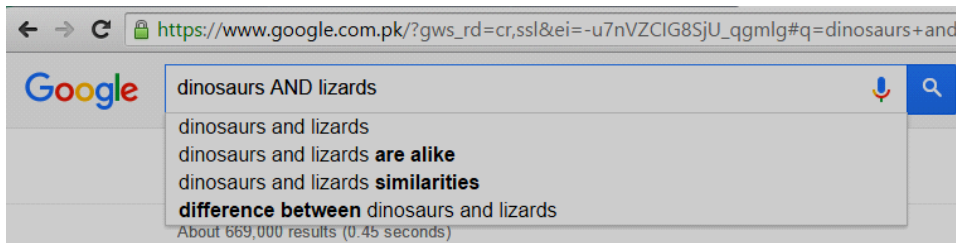
Use Precise Keywords: Always use specific and precise keywords, else you will get lot of general information.

Use two or more Keywords: Use two or more keywords but put the most important keywords first. For example, “1973 constitution” The search engine will look for Web pages that contain all these words.

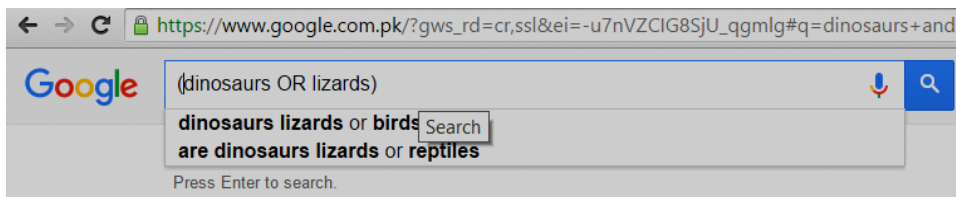
Spell the Keywords Correctly: If you typed "dinasour" as a keyword, your search would turn up empty. If you're not sure of a word's correct spelling, use a dictionary.

Use Multiple Search Engine: Each search engine doesn't look through every site on the Web. Different search engines will usually come up with different results. So it makes sense to use more than one.

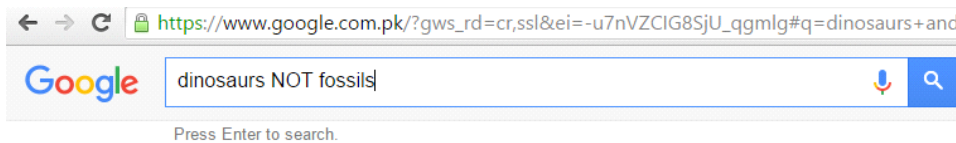
Use AND: Sometimes you may need to use more than one keyword when searching, without making a phrase. If you want to get results with all the keywords you type, then you should use "AND" to let the search engine know. Make sure you use capital letters when typing "AND." For example, if you were searching for Web pages about dinosaurs and lizards, you would type:



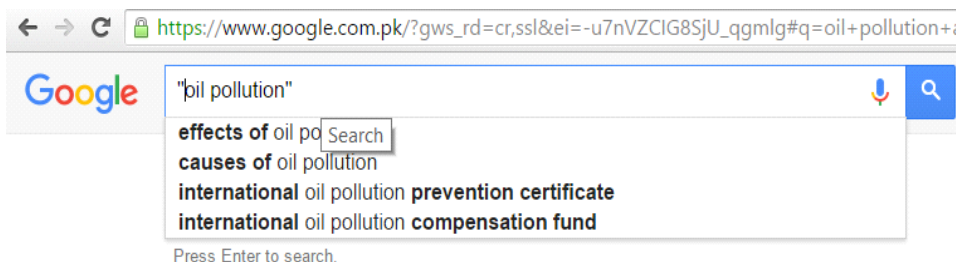
Use OR: If you want to search any of two keyword you can use the word "OR." This will let the search engine know you want Web sites that contain any of the keywords you type in. For the best results, you should always enclose OR searches in parentheses:



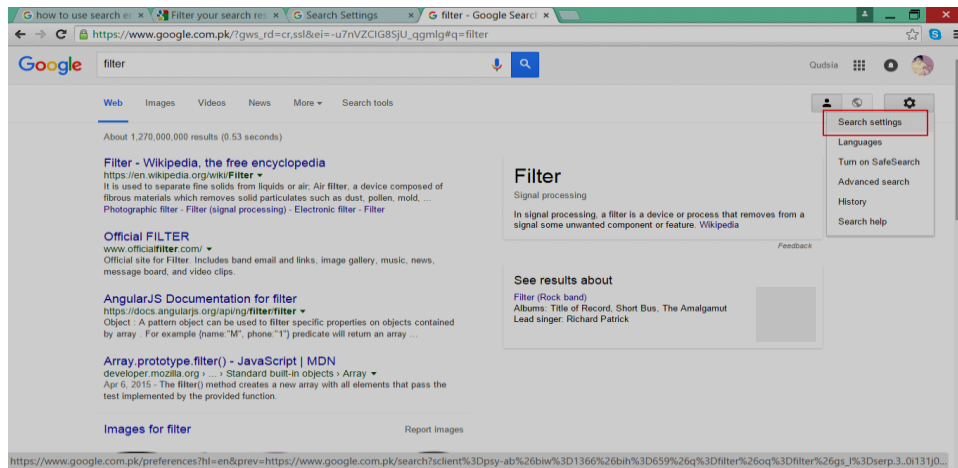
Use NOT: Sometimes by typing one keyword, you'll get many results that have nothing to do with your topic. For example, if you wanted to find Web sites about dinosaurs, but not dinosaur fossils, you could type this into the search box:



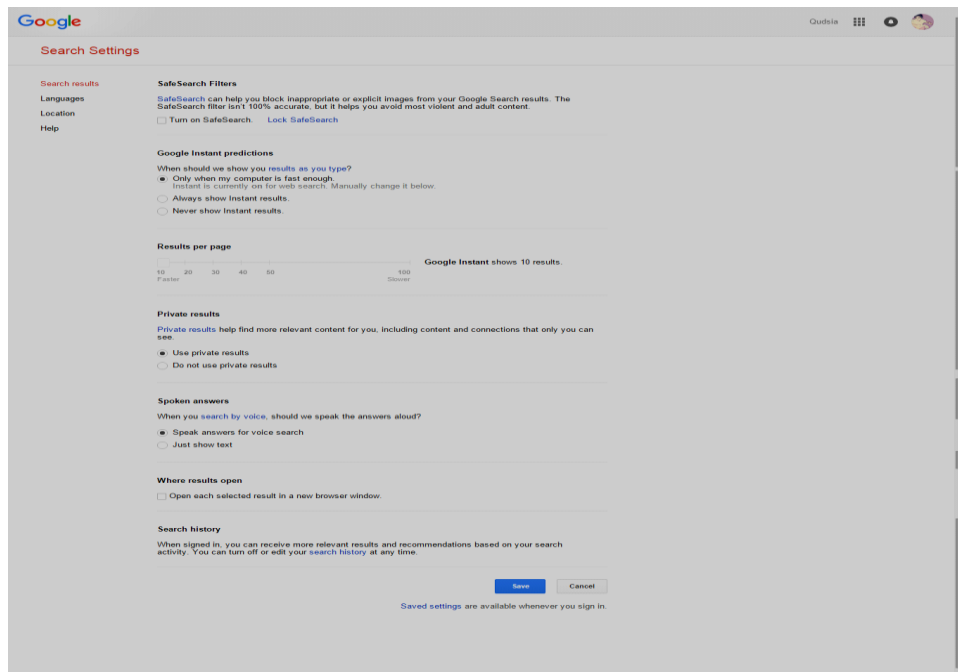
Phrases: Many databases allow you to search for phrases, i.e. a number of words in a sequence together. The quotation marks indicate that this should be searched for as a phrase, rather than as two words anywhere in the record.



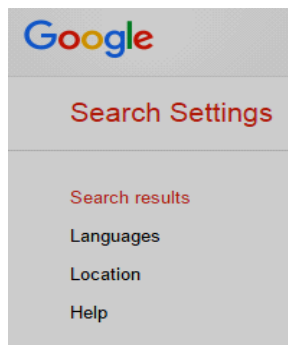
Filtering by Search Setting: You can filter and customize your search results to find exactly what you want. To change settings like Safe Search, results per page, languages, location, or delete past searches, visit the Search settings page.



It will display different types of filters, you can choose and save them.

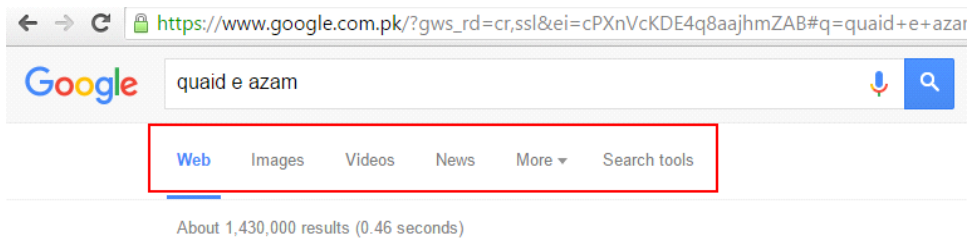


You can even apply filter of “language” and “location”.

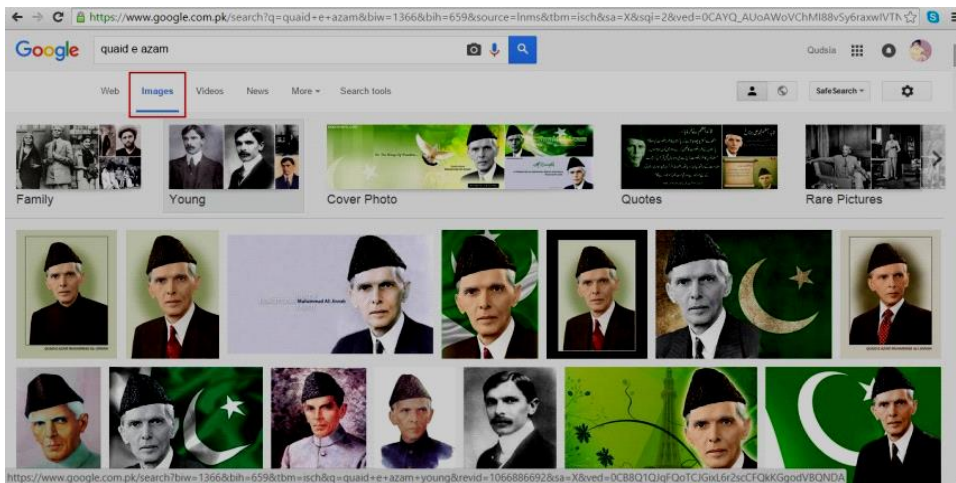


Filtering by Categories: You can filter information by choosing required category.

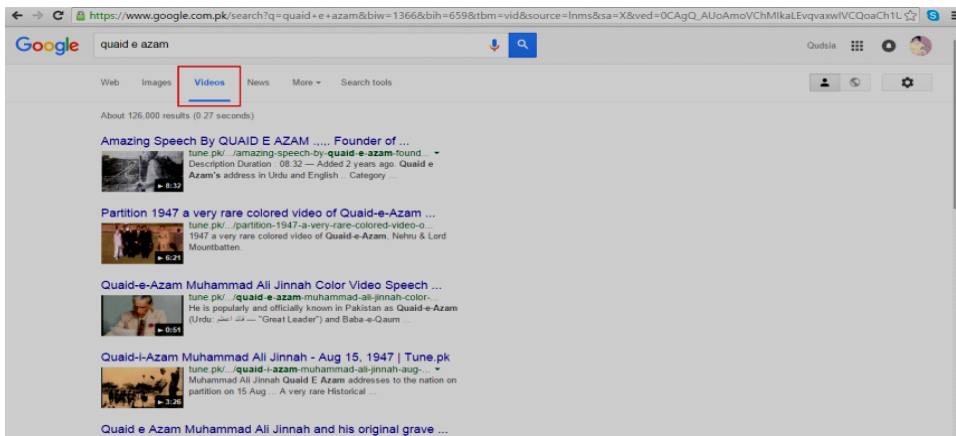
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If you want to find images, click on “images” category.



Similarly if you want to find videos click on “videos” category in search engine as shown below:



Learning Unit 5: Manage Frequently Used Websites

Overview

Bookmarking allows users to store, organize, search, and manage their content on the Internet by using tags or keywords that are relevant to the web page they are wishing to share or reuse in the future. Bookmarking essentially lets you save a search results for future use so that you don't have to go back and start it from scratch each time. This learning unit focus on understanding what bookmarking is, importance of webpage/site bookmarking and bookmarking a webpage/site.

Do you know!

While using most browsers, pressing Ctrl + D will bookmark the page you are viewing.

1. Bookmarking/Saving a Webpage

When referring to an Internet browser, a bookmark or electronic bookmark is a method of saving a web page's address for later use. All modern web browsers include bookmark features. Bookmarks are called "favorites" or "Internet shortcuts" in Internet Explorer. Bookmarks are normally accessed through a menu in the user's web browser, and folders are commonly used for organization. In addition to bookmarking methods within most browsers, many external applications offer bookmark management.

Do you know!

A bookmark only stores the location of a webpage, not store the contents of the webpage itself.

2. Why a Webpage/Site is Bookmarked

Bookmarking a web page/site is very useful. Two important benefits of bookmarking have been listed below:

Time Saving: Sometimes it happens that you found your required information with a lot of time consumption. In order to save your time just bookmark the page containing your required information. So that next time you directly open that bookmarked site instead of new searches.

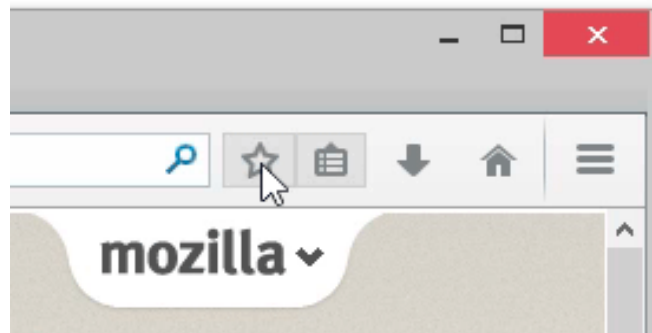
Easy Access: Bookmark is used for easy accessing. It will enhance your reach to contents already visited.

3. Bookmarking a Website

Bookmarking a Website Using Mozilla Firefox

In Mozilla Firefox, the bookmarking is done using the following steps:

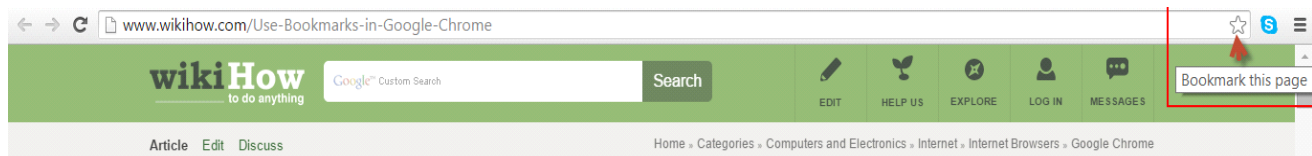
Step 1: To create a bookmark, click the star in the toolbar. The star will turn blue and a bookmark the page as shown in the illustration below.



If you want to bookmark all of your open tabs at once. Right-click on any of the tabs and select **“Bookmark All Tabs”**... from the context menu. Give the new bookmarks folder a name and choose which folder to store it in. Click **“Add Bookmarks”** to finish.

Bookmarking a Website Using Google Chrome

Bookmarking in Google Chrome can be done by clicking the Star in the Omnibox to save the current page as a bookmark. Alternatively, you can press *Ctrl+D* from your keyboard.

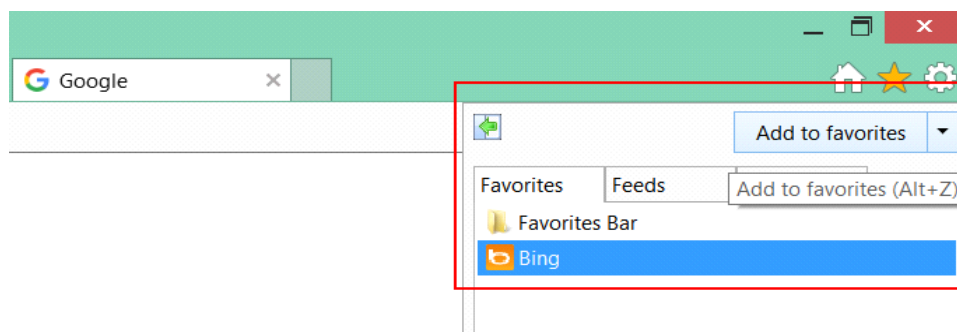


Bookmarking a Website Using Internet Explorer

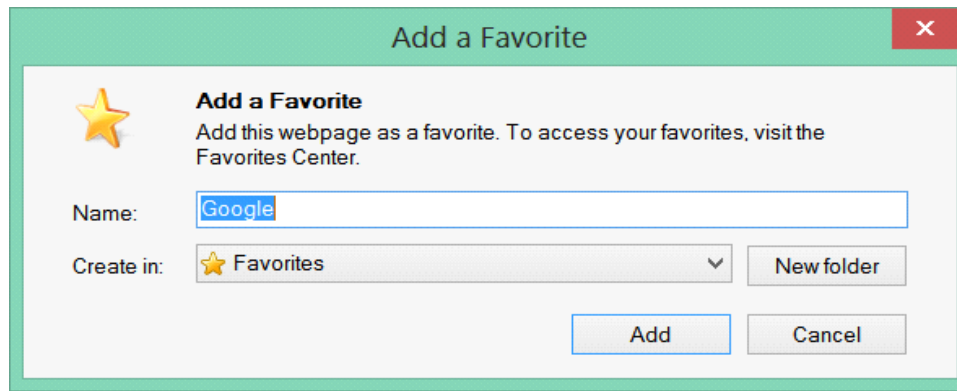
In Internet Explorer, the bookmarking is done using the following steps:

Step 1: Go to the page you want to bookmark/add to your favorites.

Step 2: Click Favorites in the top menu bar then “Add to Favorites”.



Step 3: The Add Favorite dialogue box appears. The title of the web page will be in the name box. Click the “Add” button to bookmark the page.

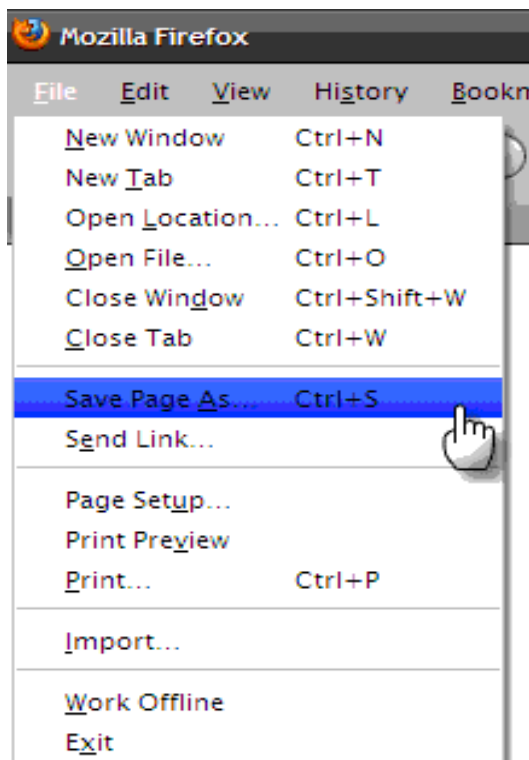


Saving Webpage/Site for Offline Reading

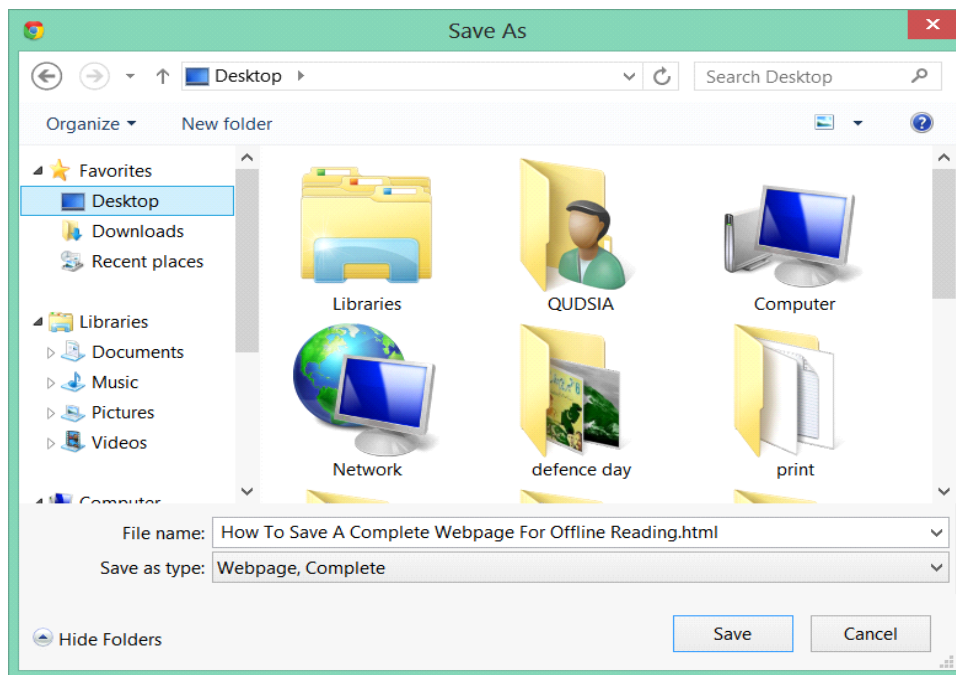
Sometime you want to preserve the content of the page, text and images in a local file rather than simply bookmark the page's link to the hosting server. Saving is required when you may want to access the information without a network connection or you want to record the page's content information which may become unavailable for any reason.

Saving Complete Webpages with Firefox

Step 1: From the menu, click on File – “Save Page As” (Or alternatively, press Ctrl+S).



Step 2: The Save As dialog window appears. Select “Web Page, complete” in the Save as type dropdown.



Step 3: Click the “Save as type” drop-down, choose the type of file that you want to save the page as:

Web page, complete: Save the whole web page along with pictures.

Web page, HTML only: Save the original page without pictures.

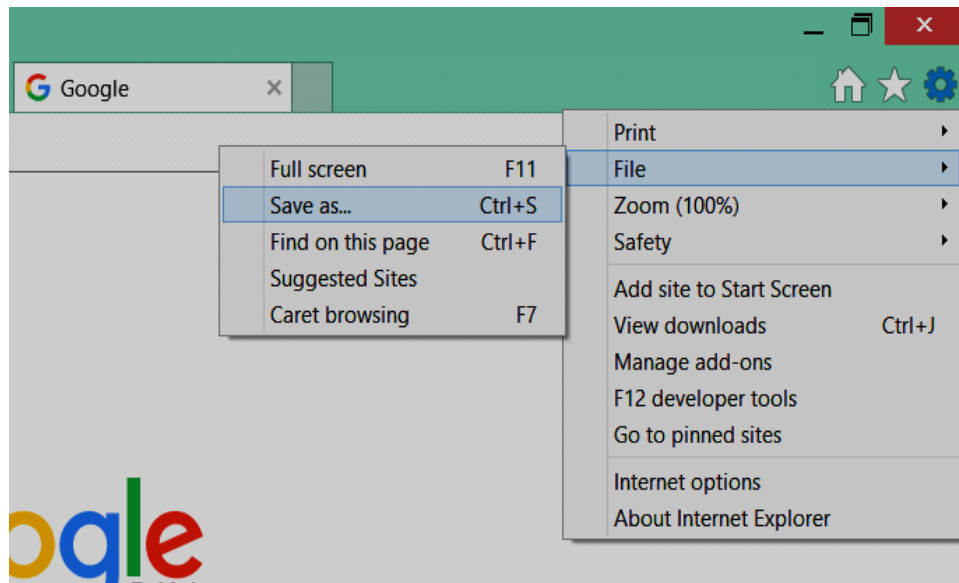
Text files: Save the original page as a text file.

All files: This is equivalent to "Web page, HTML only," but you may specify a file extension (e.g. ".HTML" or ".SHTML").

Step 4: Finally Click on “Save” button to save the page.

Saving Complete WebPages with Internet Explorer

Step 1: From the setting menu, click on File – “Save Page as”(Or alternatively, press Ctrl+S).



Step 2: The Save As dialog window appears. Select “Web Page, complete” in the Save as type dropdown.

Step 3: Click “save” button to save the webpage offline.

Summary of Module

- Internet sometimes called "the Net", is a worldwide network of computers that are linked together to exchange data, news and opinions.
- A network is a group of two or more computer systems linked together.
- The World Wide Web, or simply "www", is a way of accessing information over the medium of the Internet.
- Today internet is used for different purposes depending upon the requirement. Some of the major uses are Communication, Research, Education, Job Search, Online Shopping, Online Booking, Online Banking, Information and Resources, News and Entertainment etc.
- The part of a network address which identifies it as belonging to a particular domain is called domain name. Every domain name has a suffix that indicates which top level domain (TLD) it belongs to.
- Intranet is an internal or private network belonging to an organization, accessible only by the organization's members, employees, or others with authorization.
- A web browser (commonly referred to as a browser) is a software application for retrieving, presenting, and traversing information resources on the World Wide Web (e.g. Internet Explorer, Mozilla Firefox, Google chrome etc.)
- A bookmark or electronic bookmark is a method of saving a web page's address for later use. A bookmark only stores the location of a webpage, not store the contents of the webpage itself.

Frequently Asked Questions (FAQs)

FAQ 1: Define Internet.

Answer Internet is a worldwide network of computers that are linked together to exchange data, news and opinions.

FAQ 2: What is difference between Internet & World Wide Web?

Answer World Wide Web is not synonymous with the Internet. Internet connects millions of computers together globally in which any computer can communicate with any other computer when they are connected to the Internet. The World Wide Web is a way of accessing information over the medium of the Internet.

FAQ 3: Define Web Browser.

Answer A web browser (commonly referred to as a browser) is a software application used to retrieve, present, and traverse information resources on the World Wide Web. An information resource may be a web page, image, video or other piece of content.

FAQ 4: What is domain abbreviation of “.com”?

Answer **.com** is the domain abbreviation of commercial industry.

FAQ 5: Write the main difference between Internet & Intranet.

Answer Internet is wide network of computers and is open for all. While Intranet is a private network of computers used for specific group of users.

FAQ 6: Define Search Engine.

Answer A search engine is a software system that is designed to search for information on the World Wide Web. The search information may be a mix of web pages, images, and other types of files.

FAQ 7: What is Book Marking?

Answer Bookmark or electronic bookmark is a method of saving a web page's address for later use.

FAQ 8: What is difference between “bookmarking” and “saving” webpage/site?

Answer Saving is required when you may want to access the information without a network connection. While Bookmark will only save the link of that page for quick & easy access.

FAQ 9: What are crawlers based search engines?

Answer Crawler-based search engines use automated software programs to survey and categories web pages. The programs used by the search engines to access your web pages are called 'spiders', 'crawlers', 'robots' or 'bots'.

FAQ 10: What is "Auto complete" command in search engines?

Answer As you type, you may see words begin to appear below the toolbar's search box. These are suggestions that Google thinks may match what you're interested in. Google calls this "Google Suggest" or "Autocomplete."

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. **Whenever user opens any website the main page is called:**
 - a. Home Page
 - b. Backend Page
 - c. Dead Page
 - d. None
2. **Internet is _____.**
 - a. A single network
 - b. Worldwide network of computers
 - c. Interconnection of LAN
 - d. None
3. **Software which allows user to view webpage is called:**
 - a. Website
 - b. Operating system
 - c. Browser
 - d. Search Engine
4. **“WWW” stands for _____ in computing?**
 - a. World wide web
 - b. Worldwide war
 - c. World Wide Wrestling
 - d. Who what where
5. **Which of the following website is used to search other website by typing keyword?**
 - a. Social Networks
 - b. News Website
 - c. Search Engine
 - d. None
6. **All of the following are top level domains EXCEPT:**
 - a. .com
 - b. .gov
 - c. .edu
 - d. .biz

7. Bookmark is used for:

- | | |
|---------------------------------------------|-----------------------------------------------------|
| a. Saving the link of webpage for later use | b. Saving the complete web page for offline reading |
| c. Retrieving webpage from computer | d. Searching website |

8. Advantages of Internet are:

- | | |
|-------------------|-------------------------|
| a. Online banking | b. Faster communication |
| c. Entertainment | d. <u>All</u> |

9. Intranet is: _____.

- | | |
|----------------------------------------------------------------|-------------------------------------------|
| a. An internal or private network belonging to an organization | b. Accessible only by the authorized user |
| c. Both "a" & "b" | d. Only "a" |

10. Name of first web browser was:

- | | |
|--------------------|----------------------|
| a. World Wide Web | b. Internet Explorer |
| c. Mozilla Firefox | d. Google Chrome |

Answer Key

MCQ Number	Correct Answer
1	a
2	b
3	c
4	a
5	c
6	d
7	a
8	d
9	c
10	a

Module 3: Role of a Call Center Agent

Learning Outcomes

After completion of this learning module, you will be able to:

- Understand and Implement TAT.
- Log on/off the system on time.
- Maintain average talk time.
- Minimise call time.
- Put the customer on hold with due procedure.
- Wrap/close call as per standard procedures.
- Use standard greeting.
- Smile and speak with clarity.
- Sound active and confident.
- Ensure application of telephone professionalism and etiquettes.
- Give caller undivided attention to make them feel important.
- Empathize and sympathize with the customers/callers with complaints.
- Obtain information from the customer/caller with due diligence.
- Manage increased call load and work under pressure during the shift, esp. peak hours.

- Maintain focus and enthusiasm while relaying the same information over and over again.
- Measure and observe occupancy levels.
- Utilize smart call wrapping skills under call load/pressure.
- Multitask and respond swiftly in relaying the information, compiling complaint content while receiving input data from the customer.

Learning Unit 1: Adapt Time Management Skills (TAT)

Overview

In this learning unit, you will learn different terms related to call center. You will get the competency how to get the technical knowledge of product and process as well as appropriate customer service skills depending on the nature of your role. After completion of this learning unit you will be able to provide a prompt, efficient, courteous and timely service to callers with great confidence.

Remember

Turnaround time length of time in which a customer's issue is resolved or catered.

1. Turn-Around Time (TAT)

TAT (Turn-Around Time) is time taken to complete a certain task. The total amount of time between when a request from a customer is made until it is completed. Turnaround time is the maximum time a customer's query/complaint is catered and customer is informed about his issue resolution time.

TAT

The total amount of time between when a request from a customer is made until it is completed.

TAT has a significant value in telecommunication industry as it shows exactly how efficient and skilled back end team one industry of firm has. Shortest possible TAT means customer will be served in best possible way with minimum time consumed. It apparently looks simple to reduce the TAT for a specific query of complaint but actually it needs to be effective to get the problem fixed. Different organizations have different TAT depending on their resources and work force.

Example

A firm **XYZ** has a TAT of one working day for a specific query say **ABC**. Customers come with same problem and are committed to be contacted back within one working day. Later, days passed and customer is neither contacted nor he got any feedback from the concerned team. Here, company's worth and credibility is at stake as customer is not served as to meet the standard criteria. Resultantly, a bad name or repute is earned.

Strategies to Measure TAT

An organization may adopt these strategies to measure Turn Around Time.

- An organization measure the turnaround time from the time the customer contacts the call center until the contact is fulfilled or resolved to the customer's satisfaction.
- An organization may also choose to only measure the amount of time it takes to resolve the contact internally and not capture the customer experience. In this case, only time processing

the contact outside of the customer contact captured. How long does it take to mail a letter after the customer has contacted

Convey TAT to Customer

Do you know!

PROACTIVE:

Understanding customer's problem in a smart way and then resolve customer's issue in a short time.

A customer always expects high quality of services and support from his service provider as he has to pay full amount to avail services. Therefore, when a customer calls or walks to his service provider for an issue resolution or support, initially he has a high expectation. Customer has no concerns how expensive equipment we are using, what are our market shares or how we are doing in international market. All he bothers is that how we are going to deal with his issue and get it done with shortest possible time.

Call center agent needs to be polite and understanding while communicating TAT to value customers. Often customers agree right away agent requests them to wait for xyz days or hours. But in every organization and environment there are people who are annoyed or somehow less satisfied with services. They never agree to wait and always argue why they have to wait so long to get their problem fix. Here, customer services skills and pro-active approach helps not only to make them willing to wait but make them wait with no worries.

Sentences to Achieve TAT

- Sir we have noted down your complaint. We will get back to you within four hours to let you know about the resolution.
- Sir we are really sorry for this inconvenience, our customer support officer will contact you soon, Thank you for your patience.
- And also must coordinate with customer through email, Must send email about this.
- Sir I have sent your details to the concerned. You will be contacted by our team in 2 days. Will be thankful for your patience.
- Sir we are already working on this issue .our team will contact you after 2 hour

Steps to Convey TAT

The steps to convey TAT are listed below:

1. CSR will receive incoming call by clicking the ACCEPT CALL button.
2. CSR will greet the customer as per standard.

3. Customer explains the problem.
4. Officer apologizes for the inconvenience and probe accordingly.
5. Officer notes down the complaint and convey TAT to customer.
6. Customer acknowledges.
7. Officer wraps up the call as per standard.
8. Email coordination.

2. Importance of Log On/Off the System on Time

Agent should come on time and check their headphone and mic etc. to avoid the problems during work. Log-on/off the system refers to preparing yourself for inbound and outbound calls from or to the customers. In call center environment, punctuality has a key role to play. It is important not only to serve the customer well but also enable an agent to use/learn time management skills in an efficient way.

Log on/off on time is a part of KPI's. Different organizations have different standards but every company has focus on time management and adherence to its set standards. In call center time and punctuality is the main key of success.

Example

In call center, agents have to login on proper time given. Say an agent has shift timing from 8 AM to 4 PM. He has to login sharp at 8am and whole day till 4pm has to adhere to scheduled breaks. He cannot avail breaks without prior permission of his reporting line or that of assigned time as per system. Agent should login their computer before their duty timing about 5/10 minutes.

Do you know!

KPI stands for key performance indicators. On

If an agent violates the breaks or logon/logoff time his performance is marked and he will not be able to compete in order to get extra incentive.

IT man should make every agent specific account with different name and password.

Procedure to Log-on/Off the System

Every agent must know the procedure to turn on/off and login into specific account. The following steps show the procedure to log on/off the system:

Step 1: Make sure to turn on the Computer.

Step 2: After turn on the computer, you will prompt login screen, where you can choose your account as shown in the figure below.



Step 3: Click an account to log on into the system; you will prompt the screen as shown in the figure below.



Step 4: After completing your tasks, you should log off your account as shown in the figure.



Step 5: When you click log off option, you will get back to login screen as shown in step.

3. Manage Customer Queries with-in Average Talk Time Slot

Average Handling Time is a key metric in any call center. It is an average talk time a customer's query is answered on call and agent wraps up the call. Agent should listen carefully and with attention of customer every word and then answer him/her.

Erlang

One **Erlang** is the equivalent of one call (including call attempts and holding time)

Importance of Average Handling Time

Average Handling Time (AHT) is a key measure for any call center planning system, as it tells agent how long a new item of work takes to be handled, and not just the talk time. In essence, it tells you how much time an agent spends working on a task and when they are unable to deal with a new work item. It is the essential for all call center planning systems, as well as a key component of all Erlang calculations, and unless you know this metric you cannot plan effectively.

Average Handling Time Formula

The formula for calculating AHT is as follows:

$$\text{Average Handling Time} = \frac{(\text{Total Talk Time} + \text{Total Hold Time} + \text{Total Wrap-up Time})}{\text{Number of Calls Handled}}$$

<p>Do you know!</p> <p>Wrap-up time may also be known as Wrap Time or After-Call Work time.</p>	Total talk time	Total talk time is the time an agent talks with customer on call
	Hold time	Time during call in which customer is put on hold for any reason
	After call work	Time taken after wrapping up the call and before answering new call is after call work
<p>Do you know!</p> <p>IVR stands for "Interactive Voice Response."</p>	KPI	KPI stands for key performance indicators. An organization has to measure its agents' performance and calculate their bonus/incentive according to designed KPI.

Guidelines to Reduce the Call Handling Time

The call handling time can be reduced by following below mentioned guidelines:

- Gather all information at the beginning of the call. Receiving random filtered information is not productive.
- Maintain a flow structure.
- Don't interrupt the caller.
- Focus on giving the right answer first time.
- Keep customer details up to date
- Promote the company's website
- Complete your data entry requirements while talking to the customer.
- Avoid 'over service'
- Use call and screen recording to your advantage.
- Review your IVR.
- Don't interrupt customer during the call and it to concern department.

4. Practice Workplace Strategies

In call center industry soft skills, tone of voice and accent matters a lot in order to effectively convey your message or communicate. As we do not face customers directly so we cannot show gestures/postures to show our sympathy/empathy for them or to communicate in an effective manner. So, on call we have made our voice clear, toned and energetic in order to be effective and clear.

Confidence and active listening is the key to be a good call center agent. Researches and experiences show that confidence, and product knowledge is the key differences a bad agent and a good call center agent has. Fully concentrate on call, specially avoid mobile using.

5. Techniques to Put the Customer on Hold

Being placed on-hold is one of the top pet peeves of customers in call center. Customers who call for service or technical support spend more than five minutes of hold-time in one phone call. Call center agents should know when and how to place customers on-hold. When to put your customers on hold? If you are working as a customer service representative (CSR) or, a technical support representative (TSR) there are several instances when you need to put the customer on hold. Some of these instances include the following:

Do you know!

TSR
Stands for Technical
Support
Representative.

- To pull-up a customer's account details
- verify some information from your supervisor
- run some web-based troubleshooting steps
- to verify information or call someone from another department

The important thing about placing your customer on-hold is you knowing how to do it the right way. How to properly put your customers on hold? Try to avoid customer call from hold for more time by using the following:

- Apologize and inform the customer that you're going to put him on-hold.
- Inform the customer the reason why you need to put him on-hold.
- Ask for permission from the customer before putting him on-hold.
- Try to place your customer on-hold for a maximum of two minutes. If you need more time, get back to the customer and inform him that you need to place him on-hold again.
- When getting back to the customer after the hold, apologize and thank the customer for holding the line.

Condescending

Having or showing an attitude of patronizing superiority.

If processing the customer's request would take time, schedule a callback if it's possible. Inform the customers when to expect to callback and the reason for callback. Don't forget to verify the name and the contact number of the customer. If call backs are not possible, try engaging the customer in small talks while processing a request. Call centre agents could engage in small conversations with the customer. While processing a request, or running a technical troubleshooting step, a call centre agent can explain to the customer the processes that the agent is taking to solve the customer's issue. This will not only lessen the instances of placing the customers on hold, but small talks can also help establish rapport with the customer.

Example

"Mr. ABC, can you please hold while I retrieve your information?" {pause for a response} "Thank you. I will be back in a minute." {caller on hold} "Thank you for holding Mr." If it is a long hold, do apologies and carry on with the conversation with customer acknowledgment.

6. Techniques of Wrapping or Closing a Call

Wrapping up a call involves a lot of patience, skills and active listening to the customer to give effective solution/answer to customers concern. Different companies have different standards to close a call. There are several ways to end a call:

1. Think

Before you decide that you need to end a phone call, make sure the "business" part of the conversation is complete. You don't want your caller to think that you are avoiding the business at hand. For example, ask "Is there anything else I can help you with"?

2. Always Be Professional

Choose your words carefully. Don't be condescending in your words or your tone of voice. Avoid making statements or asking questions that will prolong the conversation. Be curt and assertive, but avoid being rude or impolite.

3. Seize the Pause

Wait for the caller to pause in their conversation and jump in immediately with a pleasant call end statement.

For example

"I am glad to hear about your function but I have to take another call. If you need any further assistance, please do call back." "I appreciate the additional information, but I must attend to an urgent matter. Thank you for choosing our product and please call again." "Your business is very important to us and I need to enter your order into the system. Is there anything else you need?"

Standard sentences to be used in a call center to end a call in different scenarios could be as under:

- Thank you for calling ABC Company, Have a great day.
- Thanks for calling, Mr. Jameel. Is there anything else I can help you with today?
- Have a nice day.
- Be sure to contact me if you have any more problems.
- Don't hesitate to call again.
- Thank you sir for your precious time and suggestions

Learning Unit 2: Begin Answering Calls / Customer Queries

Overview

Remember

Greet customer quickly and professionally.

In this learning unit, you will understand the importance of greeting customers with patience in the correct manner. You will be able to have a solid understanding of telephone professionalism and etiquettes. After completion of this learning unit you will be able learn deal with difficult customers and grow your relationship with them.

1. Importance of Standard Greeting

Standard greeting is very important as it's the first contact of agent with customers. Customers may make a mindset as how he is valued or given an importance just the way he is dealt on helpline.

Whenever an agent answers a telephone, he or she represents the company to the person on the other end of the line. Each of agents represents their company.

Opening greeting shows the warmth and attitude of the agent towards customers. Customer feels comfortable to share their concerns if they are greeted in a good manner. Greet customer quickly and professionally We want to make the customer feel as though we are eager to help them and sincerely care about his/her needs.



2. Standard Sentences of Welcome Greeting

The first greeting callers hear when they call your company.

- “Thank you for calling ABC Company.”
- “Thank you for calling my company. Don’t forget to check out **www. Abccompany.com** for a list of our latest specials and events.”
- “Thank you for calling **ABC** Company. Your business is truly important to us. Please hold while we connect your call.”
- “Thank you for calling **ABC** Company. We are proud to announce that we have been rated one of the top 10 customer service oriented companies in the tri-state area. Please hold and one of our amazing support agents will answer your call as soon as possible.”
- “Thank you for calling **ABC** Company.

3. Role of Active and Confidence Voice with Smile

In everyday face to face conversations 7% of what we communicate comes through our words, 55% through body language and 38% through vocal tone and quality. But when the face of the person talking is absent, as it is when talking on the phone, body language falls away and the effect of vocal quality jumps to 82%. Don't keep quiet because customer doesn't see you he will pay attention with your voice so be active and sharp with his/her questions.

When we are in our role as call center agents, we are at a disadvantage over those who deal with customers face to face. People who deal with customers face to face have the ability to see the person they are talking to, read their expressions, judge their body language, and make a judgment based on all these factors, not just the words. It is much easier when we can actually see and even touch the people we are called upon to help. Actual physical presence enables us to attain a “**comfort level**” much faster than over the phone. When talking face to face, we can use facial expressions, appearance, body language,

However, the average call center agent handles around 1000 calls per day and maintaining a warm, friendly yet efficient sounding tone all day becomes difficult. Unless your voice is trained, it will respond unconsciously to your thoughts, feelings and the state of your body by default.

A caller’s mood can be detected by listening to their pitch. When you speak on the telephone you cannot see their mood but you can hear it. You have probably heard the phrase ‘**You can hear a smile on the telephone**’. This is due to the higher pitch that is naturally adopted when someone speaks when they are smiling. A smile changes your attitude and your voice. Even over the phone, a smile can be detected and affect customers.

Comfort Zone

The **comfort** zone is a psychological state in which a person feels familiar, at ease, in control and experiences low anxiety and stress.

Pitch

Pitch is an integral part of the human **voice**. Vibration of the vocal folds"

Essential Elements of Vocal Power

Working on the phone, your voice is your main tool. When someone hears your voice, he or she is developing a mental picture of who you are—your age, education level, believability and much more. To be understood, one must speak clearly. Clarity is accomplished through the different elements that make up vocal power. Some of the essential elements of vocal power are:

Diction - Clearly articulating and enunciating the words you use. Practice your diction by making sure that you hit all of the speech sounds contained in a word. When you run sounds together or leave end letters off words, you reduce clarity and also, potentially, your credibility.

Resonance - Provides richness to the words you speak, making your message easier to understand.

Projection - Ensures that your voice can be clearly heard, so that you are neither too soft nor too overpowering.

Intonation - Provides emphasis and meaning to the words you are using. Change of pitch can entirely change a message. Proper intonation ensures you are conveying the appropriate message.

Pace - Your tempo animates your message. As your pace changes, so will the highs and lows (energy) in your voice.

4. Etiquettes for Handling a Customer on Telephone

When a customer calls, your voice represents the whole business. To the caller, YOU ARE THE BUSINESS! How you handle the call can win him/her over for life, or send him/her in search of another company. One of critical factors that impact the caller's perception of how well the call was handled is simple courtesy and telephone etiquette. The degree to which general telephone communications skills and etiquette are displayed is generally measured via observation or some form of quality monitoring.

Presenting a professional image, both in person and on the telephone, is very important in the Office Skills profession. Taking care of your customers over the telephone and making them feel well informed and appreciated is essential. The following phone etiquette should always be followed.

- Speak clearly. A picture paints a thousand words but the caller on the other end of the phone can only hear you. They cannot see your face or body language. Therefore, taking the time to speak clearly, slowly and in a cheerful, professional voice is very important.
- Use your normal tone of voice when answering a call. If you have a tendency to speak loud or shout, avoid doing so on the telephone.
- Do not eat or drink while you are on telephone duty. Only eat or drink during your coffee break or lunch break. (And also avoid mobile using).
- Do not use slang words or Poor Language. Respond clearly with “yes” or “no” when speaking. Never use severe words.

- Address the Caller Properly by his or her title. (I.e. Good morning Mr. Brown, Good afternoon Ms. Sana). Never address an unfamiliar caller by his or her first name.
- Listen to the Caller and what they have to say. The ability to listen is a problem in general but it is very important to listen to what the caller has to say. It is always a good habit to repeat the information back to the client when you are taking a message. Verify that you have heard and transcribed the message accurately.
- Be patient and helpful. If a caller is irate or upset, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to the caller.
- Always ask if you can put the caller on hold. If you are responsible for answering multiple calls at once, always ask the caller politely if you may put them on hold. Remember that the caller could have already waited several minutes before getting connected to you and may not take lightly to being put on hold. Never leave the person on hold for more than a few seconds or they may become upset and hang up.

Always focus on the call. Try not to get distracted by people around you. If someone tries to interrupt you while you are on a call, politely remind them that you are on a customer call and that you will be with them as soon as you are finished.

Make the Customer Feel Important

Dealing a customer is the most important part of call center operations. Your business is dependent on him. Customers are expecting that if they are spending time and money on any services, they must treat them like royalty. Making your customer feel important has a number of benefits and will pay rich premiums.



Customer's Importance

Guidelines for the Agent

Here are some guidelines listed below which can help a call center agent to make customer feel important:

1. Refer to the customer by name

You need to make the customer feels you are speaking with a person, not a caller. This will also let the caller know you are paying attention to them.

2. Really listen to the caller

This will demonstrate respect and help the customer feel welcome and important. It will also give the impression that you appreciate their time. Let the caller know that you are listening.

3. Tone, language and style are very important in establishing a connection

Language affects the emotional state of callers. It is best to keep the language positive. Pay attention to how the caller is communicating and try to match their energy. Share their priorities and mirror their behaviour.

4. Smile as you speak

A good way to keep the tone positive is to smile as you speak. The caller will be able to notice this in your voice.

5. Value your caller

The relationship between you and your caller grows stronger when the client feels valued, rather than processed. The caller doesn't want to be treated as part of your job procedure. Therefore it is important to be warm towards them and not rush the conversation.

6. Be honest

It is important not to promise what you cannot fulfill. If you say you will call a customer back, then this is what you must do. This way a relationship of trust can be built and they are more likely to call back for your help in the future.

Example

Let's say a customer calls over the helpline and **ALI** is an agent :

ALI: hello sir, this is Ali how may I help you?

Customer: can you please check why I am overcharged for July invoice?

ALI: sir, do not worry and give me some time so that I can help you with this.

Customer: I am very angry I never experience this but now I am thinking to switch my network.

ALI: sir, you are our valued customer and we will never want you to port out because of our poor services. Let me check and I am sure we will fix this for you.

Customer: that's great officer

ALI: sir I have checked the details and sent it to relevant department. You will be informed through email or call and this will be all right.

Customer: oh thank you. You have made my day. I am happy the way you tackled my issue. Bye!

ALI: Take care sir. Have a good time. Bye!

5. Sympathy and Empathy

Sympathy

When you sympathize with someone, you have compassion for that person, but you don't necessarily feel her feelings. When a customer calls and explains his problem, officer just show the grief and regret the person is facing and sympathies for the same.

Responding to customers with sympathy—getting as upset as they are—puts you on an emotional roller coaster and can leave you worn out and frazzled at the end of the day. The trick is to be emotionally aware and sensitive without becoming too emotionally involved. When you respond with empathy, you stay calm and in control of yourself. Only then you become at your absolute best: ready, willing, and able to help your customer meet his needs or solve his problem.

Sympathy

Feelings of pity and sorrow for someone else's misfortune.

Do you know!

In telecommunications generally, a **probe** is an action taken or an object used for the purpose of learning something.

Example

Customer calls over helpline and requests to restore his postpaid connection on commitment. CCA probes the reason as customer has to pay to get their number restored. Customer tells that he was in hospital and due to this was not able to timely pay his dues. Officer sympathies by saying "sir I am

sorry to hear about it. How are you now? Customer thanked CCA. CCA restores the number on commitment (different companies may have different polices for the scenario)

Empathy

Empathy

The ability to understand and share the feelings of another.

When you understand and feel another's feelings for yourself, you have empathy. It's often spoken of as a character attribute that people have to varying degrees. Empathy is the art of understanding and acknowledging a customer's feelings and needs, before finding a solution that meets them.

Empathy, the art of seeing a situation through a customer's eyes, is an essential component to a successful customer service. However, empathy doesn't come naturally. Empathy is also a skill that can be learned through a few simple steps. Empathy is a path that raises customer service to a whole new level. Empathy is an essential characteristic for any effective customer service team.

Steps to Perform Professional Behavior

By following these four steps, you can transform your customer service department into a caring, understanding and helpful branch of your business.

1. Learn to Listen

There are different types of listening skills that people employ every day, but not all of them are the appropriate choice for customer service. Empathetic listening involves paying attention to a wide range of signals from the speaker, including the tone of voice, facial expressions and body language. This type of listening is imperative if you want your customer service reps to have a full understanding of the customer's problem and provide the most effective and appropriate feedback to the customer.

2. Pass it Down

If you want your staff to show empathy to your customers, you must begin by showing empathy to your staff. Stand in your customer service rep's shoes on occasion to understand just how stressful those shoes can be when working with customers every day. When a customer has to be referred higher up the ladder for additional assistance, make sure your managers are also well versed on how to show empathy so they can serve as an effective role model and example for the rest of your staff.

3. Build Rapport with Customers

To have empathy for another individual, it is important to have some sort of relationship with that person first. This doesn't have to be terribly involved; a pleasant rapport with your customers is sufficient for setting that empathy machine in motion. Train your staff to exchange pleasantries with customers when they come into your office. Through easy conversation, your reps and customers will get to know one another enough that empathy will be a natural response when a customer comes in with a problem.

4. Try Team Building Exercises

There are plenty of good team building exercises to perform with your customer service reps for the purpose of building empathy.

6. Obtain Information from Customer with Care

In customer care, questioning and most importantly relevant questioning has very critical role to play. As customer calls over the helpline for any specific query or complaint, agent requires some data or information to get his issue fixed. In call center, this part of conversation is called probing.

An agent needs to have a polite and pleasant tone. It shouldn't seem like we are doing some investigation or should never rush in order to reduce the talk time.

Attentiveness and focus listening must be there so as to note customers data while he speaks about his issue. If focus listening and attentiveness is missing in a call center agents personality, it will make him request customer to repeat, ultimately increasing talk time and also customer will feel annoyed or irritated.

Learning Unit 3: Manage to Work Well under Pressure

Overview

In this learning unit, you will learn to Manage increased call load and work under pressure during peak hours and deliver the same information to different customers repeatedly but with even enthusiasm and interest without losing focus. After completion of this unit you will Utilize smart call wrapping skills under call load/pressure.

1. Manage to Work Well Under Pressure

Pressure

Pressure is continuous physical force exerted on or against an object by something in contact with it.

In a call center environment, maintaining a good standard service level with quality is very important for an organization. Call flow can be increased due to number of reasons i.e. any environmental issue which may cause call drop or quality of services issue, new offers or promotions, offers activations issue or many more.

In this scenario an agent has back to back calls and he may have little or no break time left till the shift end. Agent not only has to keep his energy up but also has to efficiently answer each customers query and give appropriate solution. Meanwhile, maintaining average talk time is relatively easy where call flux is high as we have more calls to handle in given time which makes it easy to control stats.

Example

CCA is taking calls and he is in the mid of his shift. He may have left with few Minutes or no more break time till the shift end. Usually increased call **flux** and back to back calls manages your talk time as you have time to overcome the bad talk time from any one or more customers. But it also can affect your quality of calls which is directly related to your mood and energy level.

We may take an example of increased call flux and how it may affect an agent's performance. CCA have back to back calls during peak hours which may cause him to get tired of feel low on self-esteem. Meanwhile, if an annoyed Customer calls over and has some complaints or talking Rude or going personal with CCA, officer will naturally become offended and due to low energy level may even misbehave, if not able to keep patience. Therefore, you should add break time and refreshment to keep the stamina on.

2. Tips to Keep Energy High During High Volume of Calls

The tips to keep your energy high during high volume of calls are as under:

1. Agent needs to understand, this is what he is hired or being paid for.

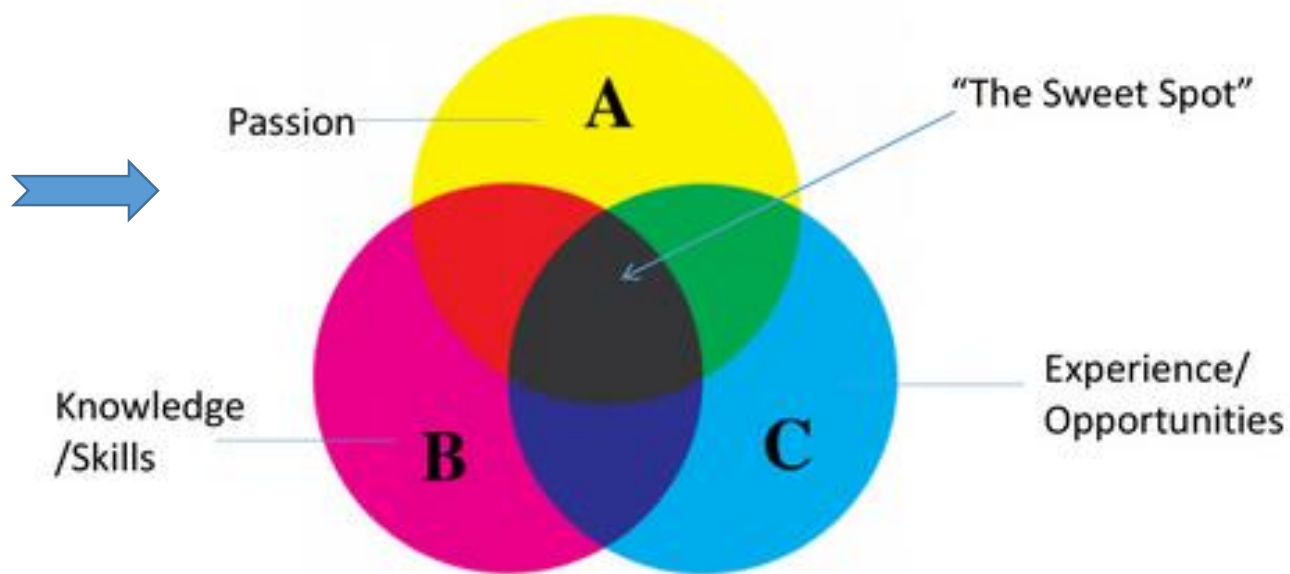
2. Never try to escape the situation, as it's not possible and ultimately you will feel down and low on energy
3. Keep your focus on one call at a time forgets about what's next.
4. Keep taking water in regular intervals so as to remain hydrated.
5. Keep a smile and avoid argument
6. Keep your voice low but audible. If you speak with chest you will get tired in no time
7. Keep efficient use of hold and acw time. You will learn to play even better by the time you are senior in this profession, it's fun.

Deliver Information to Customers Repeatedly with Enthusiasm

Telecommunication industry is not only a giant but also it has many rivals. Different service provider offers different alluring and attractive offers and promotions to attract a large number of customers in market.

Call center agent has to believe and have firm confidence in the product and services his employer is offering in order to not only defend it but also can pitch or upsell when or where required.

Conveying same offers and packages to customers often seems a boring task but here is what officer's patience and enthusiasm with company is measured and checked. Officer needs to make a clear mind that the offer or services he is going to pitch or convey to the customers are the best available offers in the market. Having a firm tone and confidence gives customers a signal that their service provider is best.



Deliver Information with Passion

Enunciation

It is the act of pronouncing words.

Enthusiasm counts! Building on your great opening statement, delivered with enthusiasm and confidence, you can leverage this energy level throughout the conversation. You must be enthusiastic about yourself and your product. If you are tired, unsure, worried or, worse, don't care about the product or service you are selling, it will come through in your voice. Make sure you are mentally and physically ready to be enthusiastic and energetic throughout the conversation. Try some tongue twisters to warm up your voice and enunciation. And always remember your smile. A smile indicates a willingness to be approached and openness. Smiles can be heard on the other end of your call.

Nowadays almost every service provider is offering more or less same offers. A very little difference is left. So the only Market competition which still going or companies fighting to excel is customer services. Customer services are the backbone of any organization. It's not what we seek, it's how we sell.

CCA needs to have a firm believe in his own network's products and services and then offer these to customers or communicate with confidence. Always take interest in every call.

3. Occupancy Levels

Call center is said to be one of the most difficult jobs in the world. And rightly so, as call center agent needs to have 100% focus level in order to serve customer on call with maximum efficiency and output.

Taking calls is not the only thing a call center agent has to do, but an agent have to manage other tasks as well e.g. managing stats within organizations defined brackets, breaks, complaints follow ups and offering the best available package plan when asked by the customer. Occupancy level is how hard a call center agent works or had worked in that specific shift or day. Formulae to calculate occupancy level is:

The standard calculation is:

Occupancy Percentage =

$$\frac{\text{Total Talk Time} + \text{Total After-Call Work Time}}{\text{Total Sign-on Time}}$$

Let's take a real life example:

Let's do a quick example, Tom has worked an hour without any breaks or idle time, he is a dedicated guy. He has taken 4 calls during that time and the stats for those calls layout this way;

talk time (2880) + hold time (60) + wrap time (60)

talk time (2880) + hold time (60) + wrap time (60) + avail time (600)

Calculated out this is 83% occupancy. 83% of the time, Tom was occupied with a customer or documenting his interaction with the customer. The other 17% of the time he was available for the next call. That's how management analyses an agent's performance and assign tasks accordingly.

Techniques to Wrap up Calls

Call center is not all about following given set or rules for handling a call, but it also involves personalized call handling and implanting innovative techniques to manage call load within given stat/brackets.

Call center is a place where people from different academic background, families and social status are working. Very tough competition in each KPI is observed and CCA needs not to only work hard but also implement some handy tricks in order to keep his performance at par.

Personalized call handling and smart handling is the only reason one agent perform better from an average one within same given resources.

Steps to wrap up call in short span of time:

1. Listen carefully
2. Focus on customer basic concern
3. Be precise but polite
4. Get Customer support by being courteous
5. Provide the remedy and take acknowledgment
6. Close the call as per standards.

4. Importance of Multi-Tasking

In the call center industry, the ability to multi-task is essential to agent performance and ultimately success. In fact, it can even help to reduce turnover and improve job performance. Multi-tasking in the call center is the ability of the agent to process information quickly and manage several tasks simultaneously. Such ability is important in the call center as agents work on a number of tasks at the same time and face a greater frequency of task switching. Complex CRM systems also require multi-tasking in order to effectively manage customer information during and after the interaction.

Multi-tasking is directly related to the call center's performance as it directly influences first call resolution, sales performance and call control metrics. It is considered a foundation competency as it influences the ability of the front line representative to incorporate other critical abilities and behaviors during a call. If agent is slow or lazy in his normal life as well, he will have to work hard to get use to with multi-tasking and managing different tasks.

In call center, agent has to do work with lots of software, applications, and database and have to consult mates in order to take assistance when required. Here, not only sharpness and active nature helps but also CCA needs to have fast and sound basic IT knowledge and navigation skills.

Call center agents are asked to do multitasking while handling a call. They must navigate the CRM system, recall product knowledge and adhere to call quality guidelines. Over time, these tasks become second nature and require less conscious effort, allowing call center agents to focus more of their attention on their customer.

Steps to Exercise Multi-Tasking

Multi-tasking can be exercised using the following steps:

1. Open windows in sequence each day so you may not have to search it when Customer calls come.
2. Make a list of softwares in mind which you will need right after customer explained his issue.
3. Engage customer with probing.
4. Avoid asking or throwing unnecessary information.
5. Keep your brain sharp by playing sports and doing exercising every day.
6. Groom yourself as a person.
7. Call center agent must have fully knowledge about product and can capable for every customer's question answer.

Summary of Module

- This module aims to educate the trainee about the basic role of a call center agent, time management skills, and working under pressure.
- Call centers or customer contact centers are important part of service delivery and satisfy customer need.
- In order to interact with customer, TAT has a significant value in telecommunication industry as it shows exactly how efficient and skilled back end team one industry of firm has.
- Call Centre agents must have the ability to apply computer or telephone technology. Other basic skills include typing skills and retrieving information from the database
- In call center industry soft skills, tone of voice and accent matters a lot in order to effectively convey message or communicate.
- Call center agent has to believe and have firm confidence in the product and services his employer is offering in order to not only defend it but also can pitch or upsell when or where required.
- Effective call Centre agents should be goal-driven, have initiative, be quick thinkers, solve problems quickly and able to work independently and as well as in a team.
- Multi-tasking in the contact center is the ability of the agent to process information quickly and manage several tasks simultaneously. Such ability is important in the contact center as agents work on a number of tasks at the same time and face a greater frequency of task switching.

Frequently Asked Questions (FAQs)

FAQ 1: What is TAT?

Answer The total amount of time between when a request from a customer is made until it is completed.

FAQ 2: How can you convey TAT to customer? Write two sentences about it.

Answer

- Sir we have noted down your complaint .will get back to you within four hours to let you know about the resolution.
- Sir I have sent your details to concerns. You will be contacted by our team in 2 days. Will be thankful for your patience.

FAQ 3: What is Average Handling Time Formula?

Answer Average Handling Time = $\frac{\text{Total Talk Time} + \text{Total Hold Time} + \text{Total Wrap-up Time}}{\text{Number of Calls Handled}}$

FAQ 4: Explain the term KPI.

Answer KPI stands for key performance indicators. An organization has to measure its agent's performance and calculate their bonus/incentive according to designed KPI.

FAQ 5: What is staff time?

Answer The staff time contains the period an agent spends by logging in his system.

FAQ 6: Elaborate the term probing.

Answer Asking relevant questions regarding Customer concerns is called probing.

FAQ 7: Define briefly AHT.

Answer Average handing time is the time taken by one CCA to wrap up the call.

FAQ 8: Describe the Term hold time.

Answer Hold is the time when officer put customer on hold during the call

FAQ 9: How will you sympathies a customer if his mobile phone is lost?

Answer Sir, I am sorry to hear that you have lost you cell.... Let me help you with your query.

FAQ 10: State any there basic rules you consider important to manage talk time.

Answer

1. Listen with focus
2. Never interrupt
3. Drive the call with questions

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. Probing is

- | | | | |
|---|---------------------------|---|--------------------------------|
| a | Asking about device | b | Explaining company's profile |
| c | Asking about customer DOB | d | Questioning related to problem |

2. KPI stands for.....

- | | | | |
|---|----------------------------|---|---------------------|
| a | Key profile institute | b | Keeping power ideal |
| c | Key performance indicators | d | Keep the patience |

3. Idle time is.....

- | | | | |
|---|----------------------|---|-------------------|
| a | Free time during job | b | Free time + break |
| c | Total staff time | d | Break time |

4. High call flux is.....

- | | | | |
|---|--------------------------|---|---------------------------|
| a | Network complaints calls | b | Information related calls |
| c | High volume of calls | d | Call drop issue |

5. Work code means.....

- | | | | |
|---|--------------------------------------|---|---------------------------|
| a | Number of calls | b | Information related calls |
| c | Subject or query customer called for | d | Up sell of product |

Answer Key

MCQ Number	Correct Answer
1	d
2	c
3	a
4	c
5	c

Module 4: Exercise Professional Ethics / Code of Conduct

Learning Outcomes

After completion of this learning module, you will be able to:

- Perform as per job description.
- Justify his/her role while being considerate of his/her responsibility.
- Exercise the right of authority within due limits.
- Report possible violations.
- Utilize work hours wisely while avoiding personal engagements / activities.
- Ensure use of company equipment strictly for official purposes.
- Take ownership of the company assets and understand the boundaries of work against financial gain/bribery from a particular individual.
- Adapt polite/humble behaviour and avoid personal conflict.
- Define confidentiality.
- Understand the importance of ensuring confidentiality.
- Maintain confidentiality of the customers/ colleagues.

- Implement the code of conduct for confidential information.
- Identify misuse of confidential information.

Learning Unit 1: Adhere to the Job Description with Responsibility while Reporting Violations

Overview

In this learning unit, you will learn the job description of a call center agent and how agents comply with the specific job description. You will learn the importance of responsibility and authority. After the completion of this learning unit, you will be able to report violations of policies, procedures or ethical value on priority.

1. Comply with Specific Job Description

A job description is a written document that summarizes:

- Major duties and responsibilities of the position
- Nature of the job
- Purpose of the job
- Level of work required to carry out job successfully

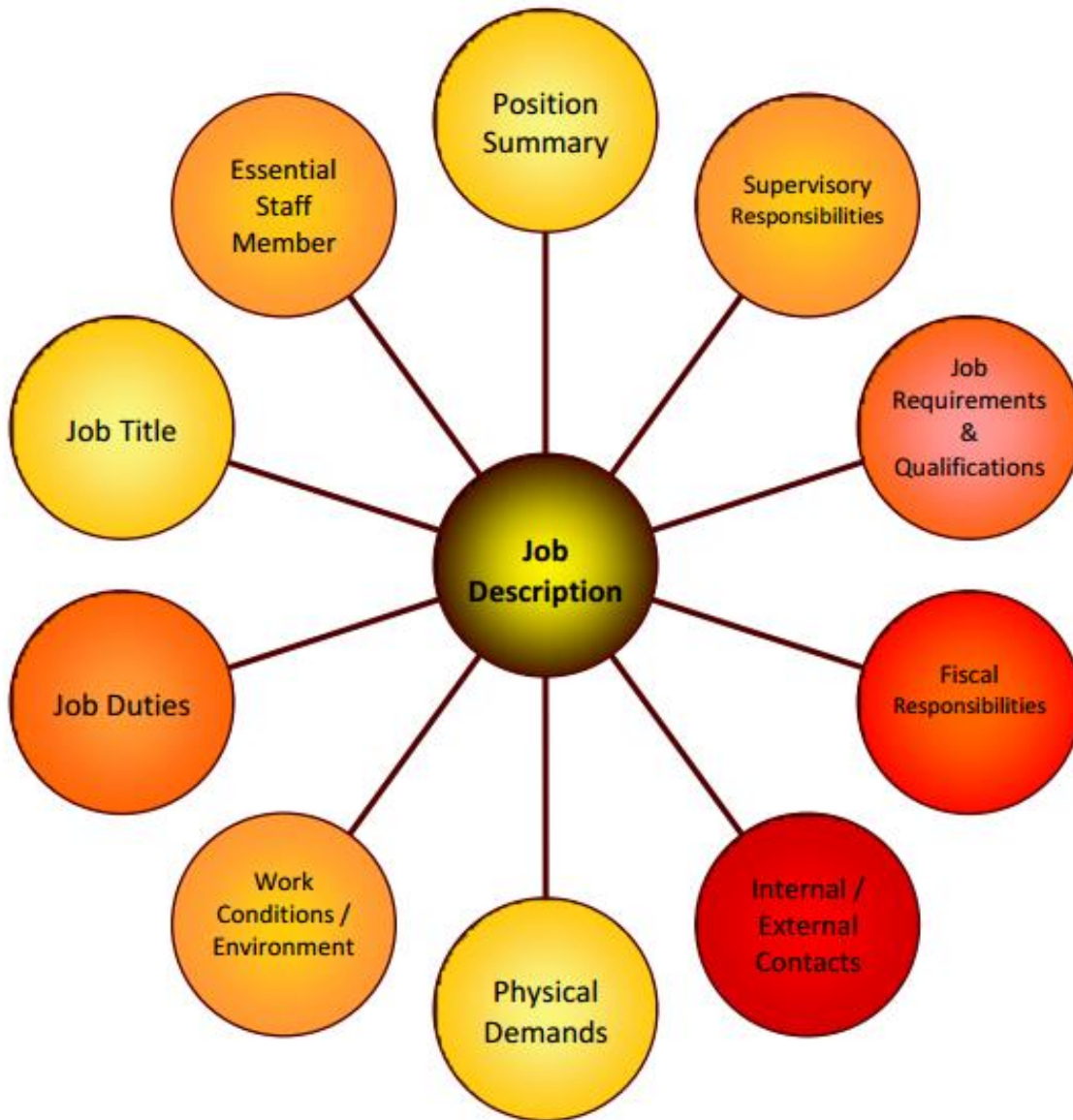
It also includes the necessary knowledge, skills, attitudes and abilities required to perform the job.

Importance of Job Description

A job description is a powerful tool that is used to:

- communicate the job expectations to the employee
- focus recruitment efforts
- manage employee performance
- set employee's and organization's goals
- manage workload efficiently
- plan succession
- develop plans for training and development
- evaluate and classify job and processes
- establish fair, competitive pay rates for staff members

- develop career paths and opportunities for job growth
- help maintain compliance with federal regulations.



Components of a Job Description

Call Center Representative Job Description

Serves customers by determining requirements; answering inquiries; resolving problems; fulfilling requests; maintaining database.

Call Center Representative Job Duties:

- Determines requirements by working with customers.
- Answers inquiries by clarifying desired information; researching, locating, and providing information.
- Resolves problems by clarifying issues; researching and exploring answers and alternative solutions; implementing solutions; escalating unresolved problems.
- Fulfills requests by clarifying desired information; completing transactions; forwarding requests.
- Sells additional services by recognizing opportunities to up-sell accounts; explaining new features.
- Maintains call center database by entering information.
- Keeps equipment operational by following established procedures; reporting malfunctions.
- Updates job knowledge by participating in educational opportunities.
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Call Center Representative Skills and Qualifications:

Customer Focus, Customer Service, Data Entry Skills, Listening, Phone Skills, Verbal Communication, Building Relationships, People Skills, Interpersonal Savvy, Problem Solving, Multi-tasking

A call center agent must stick with above job description during his job then its means that he is job description compliant.

2. Responsibility

“Responsibility” is our duty to take ownership for the decisions we make or fail to make, the actions we take or fail to take, and the consequences of those decisions and actions. The responsibility involves two types of standards working in a work place which are described below:

1. Aspirational Standards

Working in an organization, following aspirational standards need to be adopted:

- Take decisions and perform actions which are in the best interests of the society, are not a risk for public safety, and beneficial for the environment.

Responsibility

The state or fact of having a duty to deal with something or of having control over someone.

- Accept only those assignments that are consistent with your background, experience, skills, and qualifications so that you can fulfill the assignment with professional conduct.
- Always fulfill the commitments that you undertake, you should do what you say you will do.
- If you make errors or omissions, take responsibility and make corrections instantly. If you come to know that the errors or omissions were caused by others, communicate them to the appropriate person as soon they are discovered. Accept accountability for any issues resulting from your errors or omissions.
- Protect proprietary or confidential information shared with you by the customer as a result of trust on you.

2. Mandatory Standards

Required standards that all the employees must fulfill include:

- You should know and maintain the policies, rules, regulations and laws that control your work, professional behavior, and volunteer activities.
- Report unethical or illegal behavior to appropriate management and, if necessary, to those affected by the manner.
- Bring violations to these standards to the attention of the suitable body for resolution.
- Only those ethics complaints should be filed which are validated by facts.
- Follow disciplinary action against an individual who reacts against a person raising ethics concerns.

3. Authority of a Call Center Agent

Agents who are empowered to resolve a wider variety of issues can boost customer confidence and overall satisfaction by easing the customer's effort to gain a desirable outcome.

Authorities of an Agent

- Obtains client information by answering telephone calls; verifies information.
- Informs clients by explaining procedures; answering questions; providing information.

4. Report the Violation of Polices

Policies, rules or regulations communicate an organization's values and the organization's expectations of employee behaviors and performance. Workplace policies support and clarify standard operating procedure in a workplace. They help organization to manage staff more effectively by clearly defining acceptable and unacceptable behavior in the workplace, and define the effects of not complying with those policies.

A policy may also be required where there is a large number of interests and preferences, which could result in unclear and conflicting objectives among those who are directly involved.

They set rules and guidelines for decision-making in routine situations so that employees and managers do not need to continually ask senior managers what to do. They help you to adopt a consistent and clear response across the company to continually refer to situations involving employee interaction.

We should understand well and support these policies, rules, regulations and laws that govern our work, professional, and volunteer activities. These rules, regulation and policies protect business and workers and if correctly implemented and executed, create and maintain a better work environment for all.

Violations of the law in a workplace can occur in multiple ways. Employees engaging in illegal activities at work, an employer violating labor laws or engaging in illegal activity, or an employer dealing with third parties engaged in illegal activities all pose hazards to employers and workers. Employees fearing the consequences of reporting illegal activity at work may protect themselves by not reporting illegal activity or even denying knowledge of such activities when questioned.

From time to time, workers may violate the policies or laws established for a business or company. Even if an employee breaks the rules with the best of intentions, the flow of the workplace can be impacted negatively. It is the responsibility of a worker to report illegal or illegitimate action to appropriate management. That needs to encourage employees to bring ethical and legal violations they are aware of to an internal or responsible authority so that action can be taken immediately to resolve the problem.

It important to minimize the exposure of organization to the damage that can occur when employees circumvent internal mechanisms. For this purpose organization should let employees know the organization is serious about adherence to codes of conduct. The main barriers to lack of confidence in employees to report illegitimate conduct can be:

- A lack of trust in the internal system
- Unwillingness of employees to be "informers"
- Misguided union solidarity

Policy

A policy is a statement which explains how human resource management issues will be dealt with in an organization.

Do you know!

It is unlawful to terminate an employee who reported, complains about some illegal or fraudulent conduct by an employer or co-workers.

- Belief that management is not held to the same standard
- Fear of revenge
- Fear of isolation from peers

It is the moral and social responsibility of the employees to report unethical or illegal conduct to appropriate management and if necessary to those affected by the conduct. If he sees any illegal behavior including but not limited to theft, fraud, corruption or bribery he must report to the management.

Learning Unit 2: Exhibit Good Practices and Understand Misuse of Work Hours / Company Property

Overview

Telephone call centers are an integral part of many businesses, and their economic role is significant and growing. In this learning unit you will learn the use of working hours and company equipment's strictly for official purposes. After the completion of this learning unit you will be able to communicate politely and humbly with callers /customers/ co-workers/ and avoid personal, organizational conflict.

Remember

Resources needed to be available can be machinery, equipment, human or time

1. Utilization of Working Hours Properly

Organizations are very conscious about their productivity and work performance so they guide their employees the techniques that how can they complete their task in a given time period. Some techniques are guided by the organization but implementation of these techniques is in our hand and how can we save the time to achieve our goal and become a multi task performer. There are so many advantages and disadvantages that are guided by the organization if they do not fulfill the criteria in given time slot.

Trainee should keep in mind that he/she should not engage him/herself in personal activities because it will definitely disturb the work tempo and sequence and also disturb the whole environment as well.

Advantages of proper utilization of working hours:

- Timely completion of task
- Performance improvement
- Official attitude towards organization
- Role model
- Concentration on work will save from extra activities and tensions.
- One boat passenger
- Motivates towards achieving the goals.

Disadvantages of engaging in other personal activities:

- Loss of Attention
- Poor performance
- Double minded
- Bad impression
- No respect due to poor performance
- Facing the questionnaire eyes
- No progress/Low productivity level
- Demotivation
- Stress of work

It is very necessary to understand the importance of time and stay honest with yourself because when being honest with your self will realize you that you depend upon organization so will help you to become loyal with your work and organization.

2. Official Assets

Most of Organizations make it part of training that they provide the complete guideline about the usage of the official assets and also inform and warn in case of misuse. Every business involves the use of some sort of equipment which employees need to do their job, and this equipment is generally provided by the business. While some personal use of business equipment is realistically to be expected, problems can arise when the personal use is excessive.

Problems that can arise in the personal use of equipment that belongs to the business, such as computers, tools, or vehicles, include:

- Broken equipment, which may cause disputes over who is responsible for repair.
- Lost productivity, as employees use work time for personal tasks involving business equipment premature wear and maintenance on the equipment.
- Morale problems, if certain personal use habits are suddenly curtailed or if only some employees are allowed to use the equipment.

Every organization has its own rules and regulations. There is only way to stop the excessive use of personal use of equipment at work place is restricted them by making policy.

3. Moral Values at Workplace

Employees are the part of organizations. The tools, Equipment and computers are provided by the organization are specially used for official and legal purposes. Organization basically providing the ownership of these for just official purpose. When an employer understand that he become owner of these assets within the organization he/she will definitely take care of it and not try to damage and use only for official purpose. There is another point of view that organization should realize that factor of self-assessment of every employee so he/she will try to understand the importance of self-respect which they can lose in case of such behavior.

When organization hiring the employees and make them the part of organization and hand over the different official documents and assets it automatically trusted the employee and made him confident about him/herself to never break the trust of the organization. We encourage the trainee morally in a sense that never thinks negative to use these assets illegally and un ethically.

Points to Remember:

- You should know and maintain the policies, rules, regulations and laws that control your work, professional behavior, and volunteer activities.
- Report unethical or illegal behavior to appropriate management staff and, if necessary, to those affected by the manner.
- Bring violations to these standards to the attention of the suitable body for resolution.
- Only those ethics complaints should be filed which are validated by facts.
- Follow disciplinary action against an individual who reacts against a person raising ethics concerns.

4. Behavior towards Customers and Co-Workers

Attitudes and behaviors displayed in the workplace can directly affect the atmosphere and productivity within an organization. As an employer, you want to create an environment that's professional and safe. This keeps your employees motivated, wherein they're likely to work hard and successfully complete each assignment. But if your employees begin to develop a negative or bad attitude, this might translate into poor behavior.

Human behavior is very important in every field of life. It is not the demand of specific organization or field, also helpful in every business because business is run by customers so how to deal with them is a question mark?

Good customer service helps to reduce the risk of less productivity. Acknowledge the customer and regularly ask if they need help. Improve communication with customers. This includes on time and adequate information to customers, opportunities for the customer to comment on the quality of service

and measures to deal with complaints. Staff should be friendly and respond positively to customers. They can set the atmosphere of the premises.

Important Skills for a Call Center Agent

Following are some skills which are very important for a Call Center Agent:

1. Soft Spoken

Person should try to check his pitch of voice. Try to be soft spoken with others avoid shouting and harsh wording that will hurt the others. Understands and take care of emotions of others and avoid slangs informal language. Do not emphasis too much and force others about any matter where the choices are available.

2. Courtesy

Be courteous to every one give respect to your customer and listen them properly. Don't ignore them and guide as per requirement.

3. Be-Helpful

As being part of organization (employee) have proper knowledge about product so it is the responsibility to guide the customer very humbly. Customers are basically blood of the business and it's the duty of the sale person to help them in possible way and sort out their problems. Problem-solving involves actions like getting and giving information, suggesting possibilities and appearing helpful, offering choices as available, agreeing on a course of action and following through.

4. Flexibility at work place

Guide the trainee that working in any organization he/she helps the co-workers but keep in mind that never pressures him/her with your designation and degrade him/her with your skills and knowledge. Be become the helping hand of each other and give them confidence that they discuss their problems with you.

5. Conflicts and Issues

No one likes to address workplace conflicts—not the employees who get embroiled in them and especially not the employees' managers, who pretend they don't exist. After all, conflict is messy, often political, and requires confrontation—an activity most people aim to avoid.

But the longer workplace conflicts fester, the bigger they grow and the more stress they create. "If conflict is not managed, it can become overwhelming and break down the lines of communication in an organization. This is the also part of the organizational activities that there are issues, problems and conflict arises but if take it as a personal and plan the revenge and develop the negativity in mind about that person will definitely destroy the working environment and spoil your personality as well. Never discuss such topics and issues that create fuss and conflicts.

Avoid the political issues and never solve issues by one side decisions. Try to maintain the environment of organization so it will not disturb the working activities.

Six Tips for Avoiding and Resolving Conflicts with Coworkers

1. Meet with the feuding coworkers to see if you can remedy the situation. Do this quickly to avoid letting it fester and spiral out of control.
2. Alert your boss to the situation so that they're not blindsided by any necessary disciplinary actions now or in the future.
3. Involve HR as necessary, which could be as an independent mediator, to put difficult employees on notice or probation, or to begin the process of transferring the troublemakers to another department or location.
4. Advocate an environment of respect, tolerance, and civility in the office.
5. Maintain an open dialogue with your employees. Freely sharing information and updates on the company and department will quell the need for gossip and rumors.

Review your policies on use of company email and social media sites. Some disgruntled employees will take their rants online either within or outside of the company. Know your company's electronic media policies and communicate them with all employees.

Learning Unit 3: Protect and Prevent the Misuse of Confidential Information

Overview

In this learning unit, you will learn about their rights at the workplace. After the completion of this module, you will be able to define and know the importance of the policies, rules and regulations that administer the work and workplace, reporting the illegal conduct or illegitimate action to appropriate management and the importance of protecting the propriety or confidential information.

1. Confidential Information

Confidentiality is the protection of personal information. Confidentiality means keeping a client's information between you and the client, and not telling others includes co-workers.

Confidentiality means making sure that information is only available to those who have authorized to access it. Organizations are very sensitive about their confidential information.

Confidential Information is about the important and secretes of the company and it cannot be discussed with every person. Organizations provide this worthy information only with employees because they know how to utilize this information at work place.

Remember

All key staff members should read and become familiar with the guide.

Confidentiality basically limits to access the worthy information and it measures the undertaken to ensure confidentiality are designed to prevent sensitive information from reaching the wrong people, while making sure that the right people can in fact get it: Access must be restricted to those authorized to view the data in question. It is responsibility of the organization to protect the confidential information and put effort for the security of confidentiality.

Importance of Confidentiality at Work Place

Peers

Peer is someone at your own level. Peer comes from Latin word “**par**” which means equal. When you are on par with some on you are peer.

Workplace confidentiality can be defined as keeping the employee, customer and client information private. Usually, it is seen that organizations take a number of steps to ensure that client information remains confidential.

Confidentiality is important for several reasons. One of the most important elements of confidentiality is that it helps to build and develop trust. It potentially allows for the free flow of information between the client and worker and acknowledges that a client’s personal life and all the issues and problems that they have belong to them.

One of the major purposes for obtaining a client’s consent before speaking to a third party (such as another agency or a family member/career) is to protect the confidentiality and privacy of the client. Informed consent (obtaining personal information with the formal permission of the client or a person

who has the legal authority to provide permission on behalf of the client) is considered essential in maintaining the privacy of the client.

It is important to keep your clients' business as just that – their business. You should only discuss matters relating to your clients' business with co-workers, and then only what needs to be discussed. Discussions should take place in the workplace and not be audible to other members of staff or the general public. You should never discuss clients' business with family or friends.

Respect for client confidentiality and staff personal information should be a high priority for all community services to comply with legislation that governs disclosure of information. In this regard all organizations need to have policies and procedures that provide guidelines for workers. Appropriate worker behavior can also be incorporated in a code of conduct.

2. Protect Propriety or Confidential Information

Protecting confidential and proprietary business information, good will and relationships with clients, customers and key employees are matters of most important concern to any successful business. Theft of trade secrets, harassment of clients and customers, raiding of key employees, employee disloyalty and violations of trusty duties can cause irreparable loss. The company's confidential information falls into two main categories:

- a) Information developed and owned by Company.
- b) Information temporarily given to Company by its customers, collaborators and others.

Do you know!

Encryption is the conversion of data into a form that cannot be easily understood by unauthorized people.

Every Company team member, whether a manager, employee or contractor, has a key role in maintaining the Company's confidential information. Following policies can help to protect the company's proprietary and secrets:

1. The company should establish a written confidentiality protection guide and share it with all staff containing the information that who will deal with confidential information related to the company.
2. Upon hiring, each company staff member should sign a contract that must include a confidentiality provision about their confidentiality promises.
3. The staff member should refrain from disclosing a confidential information until management has provided clarification.
4. A staff member should not disclose confidential information unless the staff member obtains authorization from management and the receiving party has signed a confidentiality agreement.
5. Staff members should not store or keep open the confidential information on desktop or computer screen exposed to view when not actively used.
6. A staff member should only share confidential information with only those staff members of other company who need to know the information.

7. The company should prevent unauthorized user access to any electronic and physical areas containing confidential information. For computers, staff members should password protect screensavers and password protect files. For hardcopy documents, staff members should limit the physical access to the document by locking the office door, locking a desk drawer, locking a filing cabinet, and / or restricting room access.
8. A sender of an email should assume unauthorized readers will view the text and files contained in an unencrypted email. A sender should not send sensitive data in an unencrypted email or file.

3. Maintaining the Confidentiality

Organizations are concerned about confidentiality in the workplace, so they take proactive steps to protect their business through written agreements. And for extremely sensitive material, only permit access to those who you can trust completely. It is the employee's responsibility to treat all the information in the workplace with care and caution. An employee should be prudent enough not to disclose any information that the organization considers sensitive and confidential, to a third party, until and unless the employee has consulted and taken permission from his supervisor regarding the same. Also, one should refrain from sharing any personal details with fellow colleagues at work. This helps to maintain a professional attitude at work.

For ensuring an open and honest communication between customers, clients and employees the human resource department should take following steps:

- The human resource professionals should take necessary steps to prevent the misuse of information that is personal. This is applicable to the HR department as well. Personal files of employees and the management should be safely stored to avoid misuse, loss or unauthorized access.
- Once the policies are devised, the next thing to do is to communicate the same to all the employees, supervisors and managers. Training them about the confidentiality issues by giving them printouts of the policy or holding meetings and seminars in the office which teach the importance of confidentiality to the employees, should be done on a regular basis. It is very important that the employees know which actions of theirs will be considered as a breach of confidentiality and what will be the consequences of the same, to deter them from doing so.
- With most of the information these days stored electronically, to ensure its safety, sophisticated electronic methods such as firewalls, password protection, encryption, etc. should be adopted. This will keep the access, usage and transmission of the protected data, safe.
- Disposing off sensitive information in the right manner, if it's not required anymore is equally important. The employer or the human resource personnel should do it in such a way that there are no potential leaks.

4. Implementation of Code of Conduct

Every organization has clear its own code of conduct and policies regarding to confidently according to their need and demand but mostly there are standard rules that is implemented by organizations. Implementing a code of conduct in the workplace involves communicating the policies and guidelines to all staff and providing any necessary training to ensure they understand the code. The code should be practiced and promoted by management to lead the way for staff.

Example

In banks, they have the policies to keep the information like account information, ATM and checkbooks confidential. They never inform others about your accounts detail to any other person. In NADRA they have strict policies about the data that customers provided them never to be told.

The report of CCTV will not be given to any unauthorized person. The password and login of any software that is provided by any organization will not be told to common persons. In Telecommunication, it is the responsibility of the company to keep secure the information of the customer.

Summary of Module

- Understanding about the responsibilities and the importance to meet the job criteria is very important. Use the authority power within the limits and use it positively to help and guide others.
- In case of violation use the power of authority accordingly but keep in mind that this should not affect the organizations' credibility. Don't degrade and influence your juniors with your power of authority.
- Ethical values are essential part of organization so never cross the limitation in any situation. Maintain your dignity and respect and try to make your self-role model for others
- At work place avoid the extra and personal activities. Engage yourself in work and try to complete your task on time. Take care of office equipment and assets and use them for official purpose only.
- Talk to employees and coworkers, clients, customers and other as well in very good manner because the collection of your words describes your personality and nature.
- Confidentiality is very important so being the part of any organization or company employer should very careful about that. Keep the security of information regarding customers, clients and employees and maintain the confidence of your customer, clients and employers
- Never discuss the important and confidential issues in front of strangers. Never misuse the confidential information of company it is ethically and legally an offence.

Frequently Asked Questions (FAQs)

FAQ 1: What are four ethical code of conduct?

Answer Responsibility, Respect, honesty, Fairness,

FAQ 2: Write down some skills that is help full in any organization?

Answer Soft spoken, Courtesy, Helpful and cooperative.

FAQ 3: What is responsibility?

Answer The state or fact of having a duty to deal with something or of having control over someone.

FAQ 4: Give example of some organization having confidential data of customers?

Answer Banks, NADRA and Telecommunication organization have confidential data of customer.

FAQ 5: What are the duties of call center agent?

Answer Providing the complete knowledge of product to customer, Guide and answer his/her queries accordingly and determining eligibility; maintaining database.

FAQ 6: What are the moral values at work place?

Answer Be honest with your work, Courteous and humbly deal with employees and collogues. Don't waste your time, Complete the given task and focus on performance.

FAQ 7: What are some dis advantages of not utilization of working hours?

Answer Loss of Attention, Poor performance, Double minded
Bad impression, No respect due to poor performance
Facing the questionnaire eyes, No progress/Low productivity level

FAQ 8: What are advantages of utilization of working hours?

Answer Timely completion of task ,Performance improvement
Official attitude towards organization ,Role model
Concentration on work will save from extra activities and tensions.

FAQ 9: What are the reasons people misuse the confidential information?

Answer They want to destroy the company reputation or for some other harmful purpose and want to damage the reputation and future of company.

FAQ 10: What is confidentiality?

Answer Confidentiality is the protection of personal information. Confidentiality means keeping a client's information between you and the client, and not telling others including co-workers.

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. Which of the following is the not the part of ethical code of conduct

- | | | | |
|---|---------|---|-------------------|
| a | Respect | b | Confidentiality |
| c | Honesty | d | Personal interest |

2. Which is the advantage of utilization of working hours

- | | | | |
|---|--------------------|---|-------------------|
| a | Poor Performance | b | Loss of Attention |
| c | Completion of Task | d | Double Minded |

3. Which of following is the confidential information of a customer

- | | | | |
|---|-----------------------|---|------------------|
| a | Details of home bills | b | ATM pass word |
| c | Accounts details | d | Car number plate |

4. Which of following is the use of assets personally

- | | | | |
|----|----------------------------|----|----------------------------|
| a. | Downloading game for child | b. | Call to customer |
| c. | Writing report | d. | Updating organization data |

5. Confidentiality means to

- | | | | |
|----|-----------------------------|----|------------------------------|
| a. | Ignore the data of customer | b. | Keeping customer data secure |
| c. | Neglect | d. | Updating organization data |

6. Violation means:

- | | |
|--------------------|-------------------------------|
| a. Silence | b. Break any formal agreement |
| c. Follow any rule | d. Demotivated |

7. **That is our duty to take ownership for the decisions we make.**

- | | |
|------------|-------------------|
| a. Respect | b. Responsibility |
| c. Neglect | d. Fairness |

8. **Courtesy means:**

- | | |
|---------------------------|-------------------------|
| a. Politeness in attitude | b. Rudeness in attitude |
| c. Harsh spoken | d. Careless attitude |

9. **Ethical values are _____ part of organization**

- | | |
|--------------|-----------------|
| a. Essential | b. Extra |
| c. Valued | d. Un necessary |

10. **At work place agent should avoid**

- | | |
|---------------------|-----------------------|
| a. Extra activities | b. Formal meetings |
| c. Important work | d. Important customer |

Answer Key

MCQ Number	Correct Answer
1	d
2	c
3	b & c
4	a
5	b
6	b
7	b
8	a
9	a
10	a

Module 5: Practice Communication and Soft Skills

Learning Outcomes

After completion of this learning module, you will be able to:

- Define the term communication and its types.
- Establish the importance of communication.
- Communicate effectively.
- Enact with other team members for constant improvement.
- Know important vocabulary related to call center operations.
- Listen to the customer concerns actively and extract the required information.
- Utilize the three components of communication.
- Differentiate between formal/ informal communication.
- Use correct grammar.
- Be concise and know how to summarize a long conversation/message.
- Communicate with clarity in both written and verbal form.
- Speak and leave complete messages.

- Avoid incomplete messages and use complete messages to ensure clear understanding.
- Use concrete and clear sentences and avoid ambiguous/vague sentences.
- Apply courteous approach in verbal/non-verbal / written communication.

Learning Unit 1: Use of Effective Communication Skills

Overview

Communication has a very important function to manage any organization whether it is small or large. Communication skills affect your ability to be understood and to understand others, establish positive relationships, and perform your job well. In this learning unit, you will learn about the importance of communication. After completion of this learning unit, you will be able to demonstrate effective dealings with customers by using specific terminologies.

Remember

Communication is a two way process.

demonstrate effective

1. Communication and its Types

Communication is the act of conveying information for the purpose of creating a shared understanding. It's something that humans do every day. In other words, Communication is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior.

Do you know!

Interlocutor is a person who takes part in a dialogue or conversation.

The term "communication" has been derived from the Latin "communis," that means "common" Thus "to communicate" means "to make common "or "to make known", "to share" and includes verbal, non-verbal and electronic means of human interaction. It is the meaningful exchange of information between two and a group of people.

Communication

Communication is the process of exchanging information.

Communication takes place when we are supposedly at the same level of understanding and comprehension as other interlocutors. Communication is therefore not what is said whether verbally or non-verbally, but what is understood.

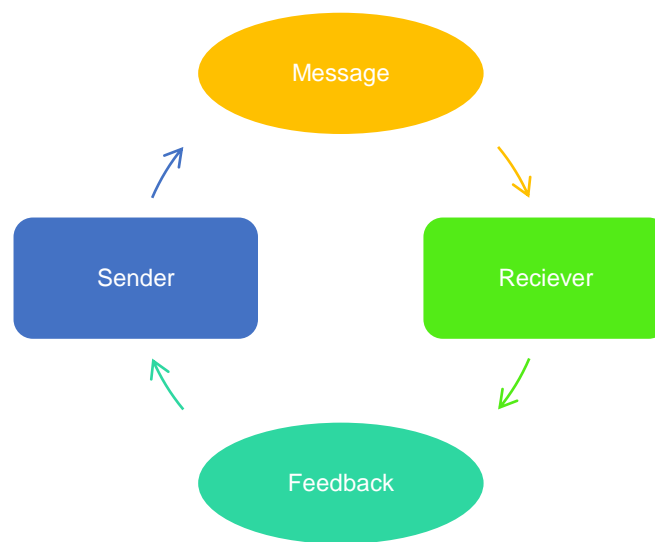
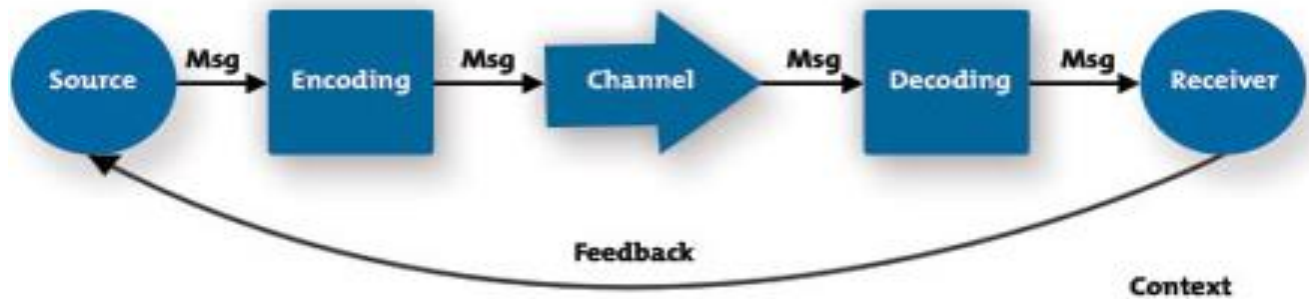


Illustration showing flow of Communication Process

Types of Communication

Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior. In communication process, a sender (encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.



Process of Communication

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affect communication. So, there are varieties of types of communication.

Types of communication based on the communication channels used are:

Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.

When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. Usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning. So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view.

Would he understand the message?

How it would sound on the other side of the table?

Verbal Communication is further divided into oral communication and written communication.

Oral Communication

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking. Advantages of Oral communication are:

- It brings quick feedback.
- In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Oral Communication

Oral communication is the process of expressing information or ideas by word of mouth.

Written Communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used. Advantages of written communication includes:

- Messages can be edited and revised many time before it is actually sent.
- Written communication provides record for every message sent and can be saved for later study.
- A written message enables receiver to fully understand it and send appropriate feedback.

Written Communication

A communication in which some written or documented text is exchanged between sender and receiver is called written communication.

Nonverbal Communication

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication.

Nonverbal communication is all about the body language of speaker. Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal response contradicts verbal communication and hence affects the effectiveness of message. Nonverbal communication has the following three elements:

1. Appearance

Speaker: clothing, hairstyle, neatness, use of cosmetics

Surrounding: room size, lighting, decorations, furnishings

2. Body Language

Facial expressions, gestures, postures etc.

3. Sounds

Voice Tone, Volume, Speech rate etc.

There are two main categories of communication and they both bear their own characteristics. Communication types based on style and purpose are:

1. Formal Communication

In formal communication, certain rules, conventions and principles are followed while communicating message. Formal communication occurs in formal and official style. Usually professional settings, corporate meetings, conferences undergoes in formal pattern.

In formal communication, use of slang and foul language is avoided and correct pronunciation is required. Authority lines are needed to be followed in formal communication.

2. Informal Communication

Informal communication is done using channels that are in contrast with formal communication channels. It's just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family. In informal communication use of slang words, foul language is not restricted. Usually, Informal communication is done orally and using gestures.

Informal communication, Unlike formal communication, doesn't follow authority lines. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal communication helps in building relationships.

2. Importance of Communication

Communication is an essential tool in achieving productivity and maintaining strong working relationships in call center. Employers who invest time and energy into delivering clear lines of communication will rapidly build up levels of trust amongst employees, leading to increases in productivity, output and morale in general.

Poor communication in the workplace will inevitably lead to unmotivated staff that may begin to question their own confidence in their abilities and inevitably in the organization.

Effective communication is a basic prerequisite for the attainment of call center goals. No organization, no group can exist without communication.

Co-ordination of work is impossible and the organization will collapse for lack of communication. Co-operation also becomes impossible because people cannot communicate their needs and feelings to others.

Call center representatives must be able to listen well and communicate effectively. Those who respond to customers via written channels must also have strong typing, spelling and grammar skills and the ability to convey information effectively in an online environment. Communication also comes into play when dealing with customer's questions and complaints, a reality of this type of work.

An agent's job is to communicate with the callers; they should have top-notch communication skills. But communication doesn't just mean speaking.

Effective communication also involves listening to the caller, digesting the information and effectively conveying a solution quickly and efficiently. The agent should speak clearly using basic vocabulary. If they can communicate effectively, this will bode well for the quality of your service.

Effective Ways to Communicate

The following actions make conversation effective in call center:

- Provide information in accordance with SOP's.
- Provide information when asked.
- Repeat, as necessary, to ensure communication is accurately received.
- Use standard terminology when communicating information.
- Request and provide clarification when needed.
- Ensure statements are direct and unambiguous.
- Use nonverbal communication appropriately.

3. 7C's of Effective Communication



There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

Completeness

- Every communication must be complete and adequate.
- Incomplete messages keep the receiver guessing, create misunderstanding and delay actions.
- Every person should, therefore, be provided with all the required facts and figures.
- For example, when an agent received a call he should provide all necessary information to customer required. Any assumptions behind the messages should also be clarified.
- While answering a letter, all the questions raised in the letter must be replied.

Tips

- Provide all necessary information
- Answer all questions asked
- Give something extra when desirable

Conciseness

Be brief and be able to say whatever you have to say in fewest possible words without sacrificing the other C qualities. Conciseness is desired because of the following benefits:

- A concise message saves time and expense for both sender and receiver.
- Conciseness contributes to emphasis; by eliminating unnecessary
- Words, you let important ideas stand out.
- When combined with a “you-view”, concise messages are inherently more interesting to recipients as they avoid unnecessary information.

Tips:

- Eliminate wordy expressions
- Include only relevant material
- Avoid unnecessary repetition

Clarity

Clarity means getting your message across so the receiver will understand what you are trying to convey.

- You want that person to interpret your words with the same meaning you have in mind.
- Accomplishing that goal is difficult because, as you know, individual experiences are never identical, and words have different meanings to different persons.

Tips:

- Choose short, familiar, conversational words
- Construct effective sentences and paragraphs.
- Achieve appropriate readability.
- Include examples, illustrations, and other visual aids, when desirable.

Correctness

It means use of right level of language and accuracy of facts, figures and words.

- If the information is not correctly conveyed, the sender will lose credibility.
- Transmission of incorrect information to outsiders will spoil the public image of the firm.

- To convey correct messages, grammatical errors should also be avoided.
- You should not transmit any message unless you are absolutely sure of its correctness.

Tips

- Use the right level of language
- Check accuracy of figures facts and words
- Maintain acceptable writing mechanics

Consideration

It means that you prepare every message with the recipient in mind and try to put yourself in his or her place.

- Try to visualize your readers (or listeners)—with their desires, problems, circumstances, emotions, and probable reactions to your request.
- Then handle the matter from their point of view
- This thoughtful consideration is also called "you-attitude," empathy, the human touch, and understanding of human nature.

Tips:

- Focus on You instead of I and We
- Show audience benefits
- Emphasize positive pleasant facts

Courtesy

Courtesy stems from sincere you-attitude. To be courteous, considerate communicators should follow these suggestions regarding tone of the communications.

- Be sincerely tactful, thoughtful, and appreciative.
- Omit expressions that irritate, hurt, or belittle.
- Grant and apologize good-naturedly.

Concreteness

Communicating concretely means being specific, definite, and vivid rather than vague and general. The following guidelines should help you compose concrete, convincing messages

Tips:

- Use specific facts and figures.
- Put action in your verbs.
- Choose vivid, image-building words.

Implementation of 7Cs

Situation: A customer is calling about his Internet service. Has been out of service for more than a week.

Goal: Pacify the irate caller, Resolve the isNazia of the customer and Establish rapport by using 7cs of communication.

Agent: Thank you for Calling, ABC Company. My name is Ahmed, how may I help you sir?

Customer: I'm sorry, can you please, repeat yourself? I have internet issue.

Agent: I'm sorry; can you hear me now, I am Ahmed? I require some information from your side sir.

Customer: Well, before I give you information, I just want to let you know that I'm really annoyed. I can't access my email for almost a week now. I'm paying you guys lots of money, and you can't even provide a decent service. What's wrong with you people?

Agent: I'm really sorry for the inconvenience; I would probably feel the same way if I'm in your situation. But, don't worry, I promise you that we'll get your isNazia resolved. Please tell me first about your issue, would that be ok?

Customer: Sure, my net is not working for the last one week.

Agent: Got it, let me check sir...thank you for your patience sir! Problem is this that your package has expired and you have to re scribe the package.

Customer: so I need to scribe the package again and again?

Agent: yes Sir, if you want to use the net services.

Customer: Thank you so much! I got it.

I feel so stupid for calling you about this. But, I surely appreciate your time and patience!

Agent: You are welcome. We are open 24 by 7 just in case that you'll need our help again. And, again, my name is Ahmed, we do value your business and thank you for choosing ABC Internet. Have a blessed day!

4. Important Terminology Related to Call Center

Vocabulary and sentences used in Call Centers are listed below:

Rapport - a good understanding of someone and an ability to communicate well with them. "We'd worked together for years and developed a close/good rapport". "She has an excellent rapport with her staff".

Empathy - the ability to share someone else's feelings or experiences by imagining what it would be like to be in their situation. Understanding and entering into another's feelings.

"Empathize with the customer".

Briefing - It is a meeting held before the shift begins, usually the agents are given information about the process to implement on calls. "Why are you late for the briefing".

Debriefing - It is meeting held after the shift, things like team stats are discussed here.

Dead Air - an unintentional period of silence on a call. "There was dead air for 30 seconds on that call".

Phonetics - Phonetics are used when telling an unusual word or password to avoid mistakes ex: Adam is read out to the customer like this - "A as in Alpha, D as in Delta, M as in Mike".

Pitch - Used in telemarketing calls, to pitch is to present/explain the product to customers. "Start pitching after the greeting".

Role Play - Word used during training. During role plays two trainees are chosen to act as a customer and as an agent to show how a live call is handled.

Hit the floor - To hit the floor means to make it to the operations after evaluation and evaluation is done after training. "So when are you hitting the floor".

Outsourcing Out sourcing means purchasing goods or services from an outside supplier. It helps a lot of companies lower their costs.

AHT Average Handle Time: The amount of time an employee is occupied with an incoming contact. This is the sum of transaction time and wrap-up time.

KPI's Key performance Indicators. The most critical measures of performance in any organization, typically productivity measures.

Adherence: The term used to describe how well agents stick to their planned work schedules. May also be referred to as compliance.

Average Hold Time: The average amounts of time per Answered ACD call that an agent (or agents) placed an ACD call on hold.

Not ready/break: Most telecom companies in Pakistan calls there break time as NOT READY time

Queue: It is the line or number of customers waiting there calls to get connected to the customer care rep. used like : xyz number of customers are waiting on queue

Probing: asking questions to identify customers isNazia or concern.

Swap: A very famous term used when a CRO exchanged his duty timing or off days with another officer with team leads or managements approval, probably the most used term in contact center.

Roster: Duty table or chart shared with agents showing there skillset timing and off days, called roster.

Screen Pops: Also known as "Computer Telephony Integration" this is a technology that combines telephone systems and your database. For example, screen pops in Contact World allows you to view a caller's details on your computer when the phone call connects.

5. Importance of Listening

Listening is a skill of critical significance in all aspects of our lives. It is an active process by which we make sense of, assess, and respond to what we hear.

There are a number of situations when you need to solicit good information from others; these situations include interviewing candidates, solving work problems, seeking to help an employee on work performance, and finding out reasons for performance discrepancies.

Employees with great active listening skills are able to quickly pinpoint customers' needs and desires, match needs and desires with the best product or service, and expertly guide them through the call.

Most call centers strive to keep their average handle time down. But while they do that, they also have a mandate to minimize errors, keep customer satisfaction high and maximize benefits from every transaction.

Perhaps the greatest skill a call center agent can possess is listening. Customers express a lot of information on the phone, some of it rather jumbled and out of chronological order. Good listening skills eliminates the need for customers to repeat themselves and, as a result, keeps average handle time down, minimizes errors and keeps customers happy. Few things annoy customers more than having to repeat themselves.

Ten tips to Improve Listening Skills on the Telephone

1. Stay Focused

Prevent yourself from being distracted by colleagues or external noises and concentrate on what your caller is saying.

2. Detect Emotions

Listen to the emotion in your caller's voice. Does it match or endorse the words they are using?

3. Ask Questions

Ask questions to gain more information on points you need to clarify publish post.

4. Don't Interrupt

You listen more effectively when you're not talking, so refrain from interrupting your caller. Let them finish what they are saying; interruptions may break their train of thought.

5. Don't Pre-empt

Avoid pre-empting what your caller is going to say, chances are you will be wrong and miss some of the content of their conversation.

6. Recap Key Facts

Summarize and reflect back to check you have heard the key facts and content of the caller's conversation correctly. It also lets the caller know you have understood them. Statements such as "What I'm hearing is..." and "Sounds like you are saying..." are great ways to reflect back and summarize.

7. Pen and Paper at the Ready

Have a pen and paper to hand and get into the habit of making short quick references to any questions you want to ask or points you wish to raise or comment on. When your caller has finished speaking refers back to your notes and take action. If you are thinking of answers and responses while the caller is speaking, you are not listening.

8. Say it Again

If you are having difficulty listening, makes the necessary adjustments. You might say, “I’m sorry I missed that last point. Please repeat that for me.”

9. Watch the Stereotypes

Avoid stereotyping individuals by making assumptions about how you expect them to act and what you expect them to say. This will bias your listening.

10. Be Aware of the Barriers to Listening

- We think we’re right and the other person is wrong.
- We feel we have to provide help right away.
- We prefer to talk rather than listen.
- We are waiting for gaps or pauses to jump in with our response.

6. Extract Relevant Information

Customers are never predictable nor can they be as ideal as we like them to be. Customer may be happy, pessimist and a promoter too.

A customer services agent need to have a sharp and adequate skill to handle different categories of customers with little effort or no sacrifice to available given time or parameters.

Let’s take a role play to get a better understanding regarding extracting relevant information from customer:

Situation: Asad is a customer of *XYX telecom* in Pakistan and he has been facing signal drop issues for past few days. He calls over the helpline and agent greets him with a pleasant energetic tone:

Agent: Hello sir! This is Amir from XYZ how may i help you this evening?

Customer: I am so annoyed at you guys you never give good services I want to port out. (porting out mean switching to any other network)

Agent: Sir I do apologise for any inconvenience you may have faced due to our services. Please don't worry and share your problem.

(first step : taking ownership and apology for any issue)

Customer: Alright, I am facing call drop issues whenever I call it drops after few minutes.

Agent completely listens till the customer finished and meanwhile supported his talks with fillers like yes sir, I do agree, I can understand.

Agent: Alright sir I understand your problem! Let me try to resolve this isNazia and find the best solution for you. Please confirm your address, which cell phone you are using and have you recently changed your cell phone? Whether isNazia persist all the time or in specific time. (it is called the probing, relevant questioning just keeping the customer's problem in view). Customer gives all the required information to officer

Agent: Sir, this is due to a temporary congestion, you may try using a different cell phone and/or if isNazia still persist please get the sim checked from the nearest customer care center, as your city/area is in a guaranteed coverage area. Again I apologise for any inconvenience, thank you for calling.

Customer: Ok sir thank you for your support.

Here we have noted that agent didn't waste his time by unnecessarily arguing or redirecting customer's mind, he insistently take the ownership of the problem and asked relevant questions resulting in giving the solution in best shortest possible time.

Learning Unit 2: Learn Components of Communication

Overview

In this learning unit, you will learn different concepts involved in communicating with customer, you'll learn about verbal, non-verbal and formal, informal communication. After completion of this learning unit, you will be able to demonstrate effective dealings with customer, synthesize relevant information about all problems and understanding of their product/ service required.

Do you know!

Monologue is a speech deliver by one person, or a long one sided conversation

1. Components of Communication

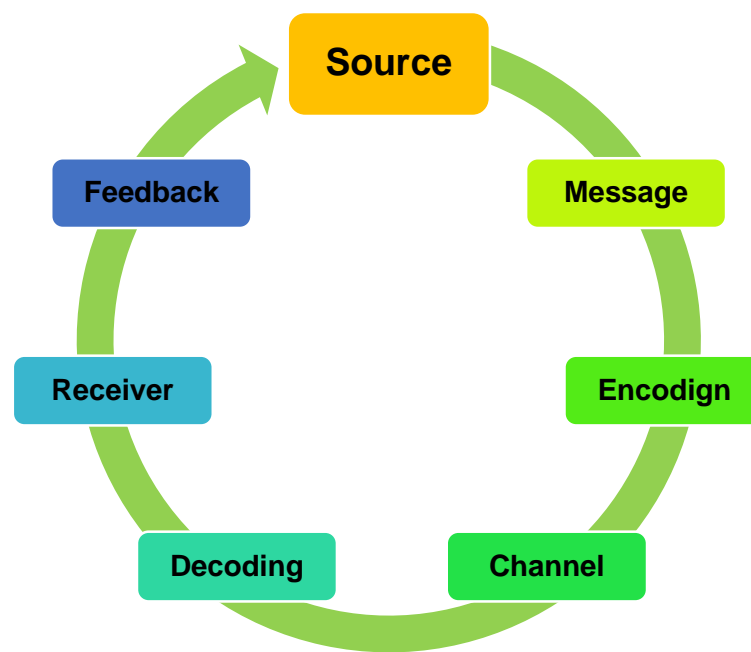
We all use language to communicate, to express ourselves, to get our ideas across, and to connect with the person to whom we are speaking.

In a call center an agent interacts with customers who have different opinions, values, beliefs, and needs. An agent ability to exchange ideas with others, understand others' perspectives and solve problems depends significantly on how effectively he communicates with customers.

Remember

Communication is a process of transmitting and receiving messages (verbal and non-verbal).

We know that communication is a process of transmitting and receiving messages (verbal and non-verbal). Communication is a dialogue not a monologue. So, a communication is said to be effective only if it brings the desired response from the receiver. Communication consists of six components or elements which are as under:



Components of Communication

1. Context

Every message (Oral or written), begins with context. Context is a very broad field that consists different aspects. One aspect is country, culture and organization. Every organization, culture and country communicates information in their own way.

Another aspect of context is external stimulus. The sources of external stimulus include; meeting, letter, memo, telephone call, fax, note, email and even a casual conversation. This external stimulus motivates you to respond and this response may be oral or written.

An internal stimulus is another aspect of communication. Internal Stimuli includes; Your opinion, attitude, likes, dis-likes, emotions, experience, education and confidence. These all have multifaceted influence on the way you communicate your ideas. A sender can communicate his ideas effectively by considering all aspects of context mentioned above.

2. Sender/Encoder

Encoder is the person who sends message. In oral communication the encoder is speaker, and in written communication writer is the encoder. An encoder uses combination of symbols, words, graphs and pictures understandable by the receiver, to best convey his message in order to achieve his desired response.

3. Message

Message is the information that is exchanged between sender and receiver. While writing the message, encoder should keep in mind all aspects of context and the receiver (How he will interpret the message).

4. Medium

Medium is the channel through which encoder will communicate his message. How the message gets there. Your medium to send a message may be print, electronic, or sound. Medium may be a person as postman. Choice of medium is also influence by the relationship between the sender and receiver. The oral medium, to convey your message, is effective when your message is urgent, personal or when immediate feedback is desired.

5. Receiver/Decoder

The person to whom the message is being sent is called 'receiver'/'decoder'. Receiver may be a listener or a reader depending on the choice of medium by sender to transmit the message. Receiver is also influenced by the context, internal and external stimuli. Receiver is the person who interprets the message, so higher the chances are of mis-communication because of receiver's perception, opinion, attitude and personality. There will be minor deviation in transmitting the exact idea only if your receiver is educated and have communication skills.

6. Feedback

Response or reaction of the receiver, to a message, is called 'feedback'. Feedback may be written or oral message, an action or simply, silence may also be a feedback to a message. Feedback is the

most important component of communication in business. Communication is said to be effective only when it receives some feedback. Feedback, actually, completes the loop of communication.

Verbal Communication

The communication in which the sender uses words, whether spoken or written, to transmit the message to the receiver is known as Verbal Communication.

It is the most effective form of communication that leads to speedy interchange of information and feedback. There are less chances of misunderstanding as the communication between parties is clear, i.e. the parties are using words for saying anything.

Verbal communication skills are necessary for a call center in order to do well – whether an agent is responsible for ensuring a great customer experience, motivating a team, persuading a customer, dealing with issues and difficult situations or delivering presentations.

Types of Verbal Communication

The two major forms of verbal communication include written and oral communication.

1. Oral Communication

Oral Communication is the ability to talk with others to give and exchange information & ideas, such as: ask questions, give directions, coordinate work tasks, explain & persuade.

The effectiveness of oral conversations depends on the clarity of speech, voice modulation, pitch, volume, speed, and even non-verbal communications such as body language and visual cues.

Verbal communication makes the process of conveying thoughts easier and faster, and it remains the most successful form of communication. Call center operators respond to questions and inquiries, about products or services and handle and resolve complaints orally.

Oral communication is a great way to promote employee morale and maintain energy and enthusiasm within a call center.

How an agent can use this skill:

- Greeting people and taking messages
- Reassuring, comforting or persuading
- Seeking information & resolving conflicts
- Facilitating or leading a group

2. Written Communication

Written communication includes traditional pen and paper letters and documents, typed electronic documents, e-mails, text chats, SMS and anything else conveyed through written symbols such as language. This type of communication is indispensable for formal business communications and issuing legal instructions.

Communication forms that predominantly use written communication include handbooks, brochures, contracts, memos, press releases, formal business proposals, and the like. The effectiveness of written communication depends on the writing style, grammar, vocabulary, and clarity

Writing is the ability to use the written word to create a clear message. It includes non-paper-based writing such as typing on a computer. We use this skill when we organize, record, document, provide information to persuade, request information from others and justify a request.

How we an agent use this skill:

- Organizing, recording or documenting
- Providing information to persuade
- Requesting information or justifying a request
- Presenting an analysis or comparison

Nonverbal Communication

Non-verbal communication is based on the understanding of the parties to communication, as the transmission of messages from the sender to receiver is wordless i.e. the communication uses signs. So, if the receiver understands the message completely and proper feedback is given afterwards, then the communication succeeds.

It complements the verbal communication many times, to understand the mindset and the status of the parties, which is not spoken by them, but it is an act of understanding.

Types of Nonverbal Communication

Successful communication needs a combination of things to go right. You have to express a message clearly with your words and, with the following forms of nonverbal communication:

1. Facial Expressions

Facial expressions are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person face is often the first thing we see, even before we hear what they have to say. While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

2. Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Other gestures are arbitrary and related to culture.

3. Para Linguistics

Para linguistics refers to vocal communication that is separate from actual language. This includes factors such as tone of voice, loudness, inflection, and pitch.

Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest

4. Posture

It communicates your interest, feelings, degree of attention and how much you like or respect someone. More than just slouching or standing up straight, posture includes the placement of arms and legs, and the position of shoulders and jaw.

5. Gestures

You can make gestures with your hands, arms, body, head, face and eyes. Many gestures are culture-specific. Gestures like shoulder shrugging and smiling have the same meaning all around the world.

Eye do a lot of talking contact: Eye contact is the main way you communicate your interest, involvement and attention in another person information you receive. Your face and eyes are a big giveaway when it comes to telling the truth. With the ability to make over 10,000 expressions, your face usually shows emotions and communicates your honesty.

Nonverbal communication plays an important role in how we convey meaning and information to others, as well as how we interpret the actions of those around us.

Formal Communication

The communication in which the flow of information is already defined is termed as Formal Communication. The communication follows a hierarchical chain of command which is established by the organization itself. In general, this type of communication is used exclusively in the workplace and the employees are bound to follow it while performing their duties. Examples of formal communication include requests, commands, orders, reports etc.

The formal communication is of four types which are as under:

1. Upward or Bottom-up: The communication in which the flow of information goes from subordinate to superior authority.

2. Downward or Top-down: The communication in which the flow of information goes from superior to sub-ordinate.
3. Horizontal or Lateral: The communication between two employees of different departments working at the same level.
4. Crosswise or Diagonal: The communication between the employees of two different departments working at different levels.

Informal Communication

The communication which does not follow any type of pre-defined channel for the transmission of information is known as informal communication. This type of communication moves freely in all directions and thus it is very quick and rapid. In any organization, this type of communication is very natural as people interact with each other about their professional life, personal life and other matter. Examples of informal communication include sharing of feelings, casual discussion, gossips etc.

The informal communication is of four types which are as under:

1. Single Strand Chain: The communication in which one person tell something to another, who again tells something to some other person and the process goes on.
2. Cluster Chain: The communication in which one person tells something to some of its most trusted people and then they tells them to their trustworthy friends and the communication continues.
3. Probability Chain: The communication happens when a person randomly chooses some persons to pass on the information which is of little interest but not important.
4. Gossip Chain: The communication starts when a person tells something to a group of people and then they pass on the information to some more people and in this way the information is passed on to everyone.

2. Difference between Formal and Informal Communication

Formal Communication	Informal Communication
<ul style="list-style-type: none"> It is also known by the name of official communication. 	<ul style="list-style-type: none"> It is also known by the name of grapevine.
<ul style="list-style-type: none"> Information must follow a chain of command. 	<ul style="list-style-type: none"> Informal communication can move freely in any direction.
<ul style="list-style-type: none"> Full secrecy is maintained. 	<ul style="list-style-type: none"> Maintenance of secrecy is a very tough task
<ul style="list-style-type: none"> Generally, it is written. 	<ul style="list-style-type: none"> Generally, it is oral.
<ul style="list-style-type: none"> It is time consuming. 	<ul style="list-style-type: none"> It is rapid and quick.
<ul style="list-style-type: none"> It is more reliable. 	<ul style="list-style-type: none"> Not much reliable.
<ul style="list-style-type: none"> It is designed by the organization. 	<ul style="list-style-type: none"> It starts itself due to the urge of 'human to talk'.
<ul style="list-style-type: none"> Documentary evidences are always available. 	<ul style="list-style-type: none"> Documentary evidences are not available.

Learning Unit 3: Value 7C's of Communication

Overview

In this learning unit, you will learn about the importance of grammar and its uses in call centers. You will be able to conversation with customer by using correct grammar. After completion of this learning unit, you will be able to demonstrate effective dealings with customers by using 7Cs of communication.

1. Basic Grammar for Call Center

Remember

Without the knowledge of grammar an agent cannot talk artfully with customers.

Grammar is the study of words and the ways words work together. Any person who communicates using a particular language is consciously or unconsciously aware of the grammar of that language.

To speak in a clearer and more effective manner we need to study grammar. A person who has unconscious knowledge of grammar may be sufficient for simple language use, but the ones who wish to communicate in an artful manner and well, will seek greater depth of understanding and proficiency that the study of grammar provides.

Do you know!

Interlocutor is a person who takes part in a dialogue or conversation.

In a call center occupation, learning grammar is very important and necessary. Without the knowledge of grammar an agent cannot talk artfully with customers. There are among the common cases of subject-verb disagreement

in a typical call, but they are simple to correct

Subject Verb Agreement

Communication

Communication is the process of exchanging information.

Subject: A word that represents the doer or agent of an action or set of actions in a sentence. It can be either a noun (e.g., book, cars, Maria, etc.) or a pronoun (e.g., they, she, etc). It can be either singular or plural.

Verb: The word(s) that represents the action of a sentence (e.g., is, went, will place, have taken, will have been observed, etc.).

In English grammar, the verb of a sentence must agree with the subject. Therefore, when the subject is singular, the verb is singular and when the subject is plural, the verb is plural. We say that the form of the verb (i.e., its ending) shows this agreement with the subject.

Making the Subject and Verb Agree:

- Identify the subject (which should be either a noun or a pronoun).

- Determine if the subject is singular or plural. A single subject means that there is one person or object. A plural subject means that there is more than one person or object.
- Next, determine the form of the verb that matches the subject (singular or plural). Think about which verb you would use with „he“, „she“ or „it“ (this is the singular form) and which verb you would use with „they“ (this is the plural form) NOTE: putting an “s” at the end of a verb does not make it plural.

Guideline	Example
<p>1. When the subject of a sentence is composed of two or more nouns or pronouns connected by „and“, use a plural verb.</p>	<p>She and her friends are at the conference.</p>
<p>2. When two or more singular nouns or pronouns are connected by „or“ or „nor“, use a singular verb.</p>	<p>The book or the pen is in the drawer.</p>
<p>3. When a compound subject contains both a singular and a plural noun or pronoun joined by „or“ or „nor“, the verb should agree with the part of the subject that is nearer the verb.</p>	<p>a. The student or his friends study every day. b. His friends or the student studies every day.</p>
<p>4. If there is a phrase between the subject and the verb, the verb still agrees with the subject, not with a noun or pronoun in the phrase.</p>	<p>One of the boxes is open The people who listen to that music are few. The team captain, as well as his players, is anxious. The book, including all the chapters in the first section, is boring. The woman with all the dogs walks down my street.</p>

<p>5. The words ‘each’, ‘each one’, ‘either’, ‘neither’, ‘everyone’, ‘everybody’, ‘anybody’, ‘anyone’, ‘nobody’, ‘somebody’, ‘someone’, and ‘no one’ are singular and require a singular verb.</p>	<p>Each of these hot dogs is juicy.</p> <p>Everybody knows Mr. Ali.</p> <p>Either is correct.</p>
<p>6. Nouns such as ‘civics’, ‘mathematics’, ‘dollars’, ‘measles’, and ‘news’ require singular verbs.</p> <p>Note: the word „dollars“ is a special case. When talking about an amount of money, it requires a singular verb, but when referring to the dollars themselves, a plural verb is required.</p>	<p>The news of the bridge collapse is on the front page of the newspaper.</p> <p>Mathematics is my favourite subject.</p> <p>A million dollars is needed to renovate that building.</p> <p>Civics is a subject that deals with the rights and responsibilities of a citizen.</p> <p>Measles usually occurs in childhood.</p> <p>Five dollars is a lot of money.</p> <p>Dollars are often used instead of rubles in Russia</p>
<p>7. Nouns such as scissors, tweezers, trousers, and shears require plural verbs.</p> <p>(There are two parts to these things.)</p>	<p>These scissors are dull.</p> <p>Those trousers are made of wool.</p> <p>The shears used for trimming the rose bush need sharpening.</p>
<p>8. In sentences beginning with „there is“ or “there are“, the subject follows the verb. The verb agrees with the subject even if it is placed after the verb.</p>	<p>There are many questions.</p> <p>There is a question.</p>
<p>9. Collective nouns are words that imply more than one person but that are considered singular and take a</p>	<p>The team runs during practice.</p>

<p>singular verb. These words include: group, team, committee, class, and family.</p> <p>In some cases, a sentence may call for the use of a plural verb when using a collective noun.</p>	<p>The committee decides how to proceed.</p> <p>The family has a long history.</p> <p>The class was unruly today.</p> <p>e.g. The team are preparing the lab notes. (This sentence is referring to the individual efforts of each team member.)</p>
<p>10. Expressions such as 'with', 'together' 'with', 'including', 'accompanied by', 'in Addition to', or 'as well' do not change the number of the subject. If the subject is singular, the verb is too.</p>	<p>a. The President, accompanied by his wife, is traveling to India.</p> <p>b. All of the books, including yours, are in that box.</p>
<p>11. With words that indicate portions—percent, fraction, part, majority, some, all, none, remainder, etc.—look at the noun in your of phrase (object of the preposition) to determine whether to use a singular or plural verb.</p>	<p>Fifty percent of the liquid has evaporated. ("liquid" is the object of the preposition "of").</p> <p>Fifty percent of the substances have evaporated. ("s ubstances" is the object of the preposition.)</p> <p>One-third of the liquid is red. (One-third of the experiments are finished.)</p> <p>All of the university is closed.</p> <p>Some of the universities have closed.</p> <p>None of the garbage was picked up.</p> <p>None of the sentences were punctuated correctly.</p> <p>Of all her answers, none were as good as the first one.</p>
<p>12. „Doesn't" is a verb contraction of „does not" and is used only with a singular subject. „Don't" is a</p>	<p>a. He doesn't like it.</p> <p>b. They don't like it.</p>

<p>contraction of „do not“ and should be used only with a plural subject.</p> <p>The exception to this rule: With the first person („I“) and second person pronouns („you“) use the contraction „don“t“.</p>	<p>a. I don“t like this exam schedule.</p> <p>b. You don“t have any money left to buy that text book.</p>
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2. Tenses

The correct use of tense is an important skill for call center agent to communicate effectively with co-workers and customer as to what they want and need.

Some incorrect forms of grammar may even be interpreted by the listener/customer as being rude or impolite. The more precisely an agent can express his thoughts and meanings, the more effective their communication will be, and the more potential for success he will have in his interpersonal and business communications.

Some Basic Rules for Use of Tenses

Verb	Tense	Use	Example
I play	Present Simple	-Regular activities / routine	<i>Amjad and Nazia play tennis on Saturdays.</i>
I am playing	Present Continuous	-Continuous present action	<i>Amjad and Nazia are playing at the moment.</i>
I have played	Present Perf.Simple	<p>-Finished part of continuous action.</p> <p>-Completed actions in unfinished time period.</p> <p>-Recent events (unspecified time)</p> <p>-Past action with a result in the present.</p>	<p><i>-Amjad and Nazia have played two sets.</i></p> <p><i>-They have played several other matches this year.</i></p> <p><i>-Their parents have just arrived.</i></p> <p><i>-Nazia has broken her racket so she can't continue.</i></p>

		-Experiences up to now.	<i>-They have played in many tournaments.</i>
I have been playing	Present Perf. Cont.	Actions begun in the past which continue today.	<i>They have been playing tennis since 2 o'clock this afternoon.</i>
I played	Past Simple	Finished actions at a specific time in the past.	<i>Last Saturday Nazia played in another tournament.</i>
I was playing	Past Continuous	Past continuous actions.	<i>At 2.45 pm they were playing the second set.</i>
I had played	Past Perfect Simple	Completed actions before a specific time or event in the past.	<i>Two other people had played a match before Amjad and Nazia arrived.</i>
I had been playing	Past Perfect Cont.	Continuous actions before a specific time or event in the past.	<i>At 4 pm they had been playing for 2 hours.</i>
I will play	Future Simple	-Predictions -Spontaneous decisions/offers	<i>Amjad will win the match today. I'll lend you my racket!</i>
I will be playing	Future Continuous	Continuous future action	<i>Tomorrow they will be playing in another club.</i>
I will have played	Future Perfect	Completed future action	<i>By September they will have played ten matches.</i>
I will have been playing	Future Perfect Cont.	Continuous future action estimated at a time in the future.	<i>A 5 pm Amjad and Nazia will have been playing for 3 hours.</i>
I would play	Conditional Simple	Probable action in an imaginary situation	<i>I would play tennis if I had a racket.</i>
I would be playing	Conditional Cont.	Continuous action in an imaginary situation	<i>Amjad would be playing tennis if you came by on Saturday afternoon.</i>

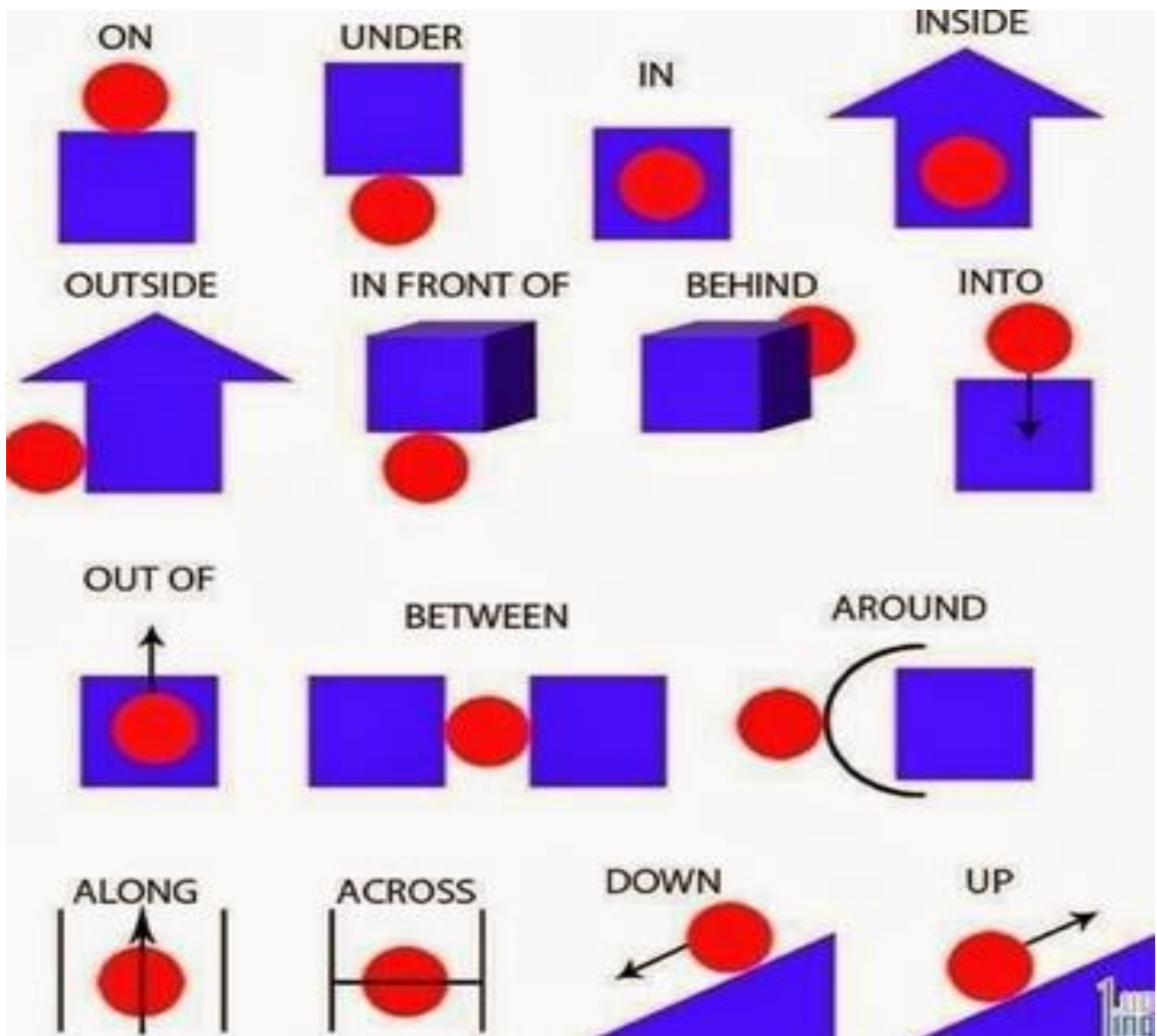
I would have played	Conditional Perfect	Speculation about imaginary situations in the past.	<i>I would have played tennis yesterday if you had asked me.</i>
I would have been playing	Conditional Perfect Continuous	Continuous hypothetical situations.	<i>I would have been playing with Nazia if I had won my last match.</i>

Using Preposition

Prepositions are a highlight of most call center training sessions, because with a slight change they can easily alter the whole thought of a statement. Preposition issues can be resolved along with subject-verb agreement, though.

Tips:

- “On” is used to indicate where a subject is situated (like on a surface area), or a particular date. So you can say “the glass is on the table” or “your due date is on December 25”.
- You can use “come” when you are approaching your object, and “go” when you are moving away from it. Example, “I am coming to your place” or “I am going to Disneyland”.
- “In” and “at” generally refer to places and dates, so you can say “it’s in Manhattan,” or “she is at the pantry”.



Prepositions Chart

3. Summarize the Message

"A summary is a brief rundown covering the main points that you have covered in your conversation."

Agent summarize to:

- Check customer understands of what has been said to that point.
- Note any special and important points from the conversation that you feel need to be highlighted.
- Bring the conversation to a close.

- Restate any contracts or agreements made during the conversation
- Refresh each other's memory of what has been discussed

Example: Well Arif, it's been great chatting - thanks for calling me about your interest in our products.

(STEP ONE: INTRODUCE SUMMARY) We've covered a bit in our conversation this morning, so I thought it might be helpful if I just recap quickly so we are both clear about where to from here.

(STEP TWO: SUMMARIZE)

(ELEMENT ONE: Important Facts obtained from the other person) You told me that you have been looking for health supplements that contain 100% plant based ingredients and are supported by scientific research that can be validated.

(ELEMENT TWO: Important information given to the other person) In response to this I have referred you to 2 websites that I believe will provide you with all the information you need to complete your research and assist you to determine if the products we offer are indeed what you are looking for.

(Element THREE: Contracts or Agreements) We have agreed that I will phone you on Monday at 7.30PM so that we can chat further. At this time I can assist you to purchase any products from our catalogue that you may have a specific interest in.

(STEP THREE: Check Understanding) How does that sound Arif?"

Customers are among the most important assets of your business. They communicate with you in a variety of ways. They call. They send email. They visit your Web site. So, naturally, you try to manage each of these communications channels as effectively as possible.

Fragmented communications, on the other hand, create problems. Service reps get blindsided by calls from frustrated customers. They repeatedly answer redundant questions. They can't easily add new knowledge items to the Web site. Worst of all, companies with "stovepipe" call centers, email and Web self-service communications channels can't adequately understand or address customers' top service issues.

4. Taking Phone Messages

Whenever possible, use telephone message forms to record accurate and complete information.

A good phone message includes the following:

Name of person for whom the message was left

Caller's name (get the correct spelling), company or dept. and number

Date and time

Message

Action to be taken (i.e., "Please Call," "Will call back," or "URGENT")

It is important to deliver the message as soon as possible and maintain confidentiality with all messages. Either turn the message over or fold them in half, so there is no danger that they can be read by other staff or visitors.

In order to achieve a great ending to a telephone call, make sure that the caller understands the information you passed along before you hang up. Ask the customer, "Is there anything else I can help you with?" Answer any final questions he or she may have to ensure complete comprehension and satisfaction. Also, provide any information that the customer might need in the future. If he or she needs to call back, share optimal contact times and whom he or she should call.

Once all of the necessary information has been shared, finish the call in a friendly manner. Say, "Have a nice day" or, "It was nice talking with you". This will let the customer know that you happily helped them and that you would be willing to aid them again in the future.

5. Use Courtesy on Phone

The showing of politeness in one's attitude and behaviour towards others is called courtesy. In a customer service environment, the language that we use can have a huge impact on how the customer perceives the service. In a sales environment this is even more critical.

In call center, agent should treat customers sensitively and courteously. Treating a customer courteously involves a lot of little things that demonstrate to customers that we recognize and respect them as individuals and that we appreciate the contribution they make to the success of the organization.

Practicing Telephone Courtesy:

1. Identify yourself by announcing your name or the name of your department, instead of just "hello".
2. Speak directly into the mouthpiece—one inch from your mouth—so that your voice will be clear and you can be understood. Speak clearly and enunciate your words.

3. Use your hold button. Unless you cover both ends of the handset, your voice is still transmitted and you will be heard.
4. Before you put a caller on hold, ask for permission to do so. Do not leave the phone for more than 1 minute.
5. Speak with enthusiasm – smile into the receiver, because your voice will reflect your attitude.
6. Use good grammar and diction; avoid slang. Gum chewing destroys good diction.
7. Speak slowly enough to be easily understood. Link words together, connecting the end of the last word and the beginning of the next one.
8. End the conversation with a definite "goodbye" or any other expression which leaves no doubt that the conversation is ended.
9. Who should hang up first? Let the person calling hang up first.
10. Hang up the receiver gently.

All of the above points are about putting the customer first. Maintaining success with your customers in the long term depends upon customers consistently receiving real benefits from products and services as well as being treated as an important part of the business. They must feel that you WANT their business and that you APPRECIATE their business. Providing an excellent customer relationship can only be achieved with the “personal touch”.

Positive Words	Example Use
Definitely	I definitely will make sure that it gets sorted...
Surely	You will surely be able to enjoy...
Absolutely	I absolutely agree...
Certainly	I can certainly help you...
Fantastic	That is a fantastic alternative...

Manners and courtesy are an aspect of modern societies that are experiencing serious deterioration and we are doing nothing to remedy this problem; traditional values in social relations are being erased by new and so-called “modern” behaviors that are in reality inconsiderate and often coarse. Bad manners have thus been converted into a growing problem that affects all levels of society: family, work, friendships, business, and politics, not to mention their negative effect on romantic and personal relationships in general.

Bad manners and discourteousness increase when we leave behind basic standards of polite behavior in favor of incorrect, rude and disrespectful treatment. These bad habits that result in rude conduct tend to be worse in areas with socialist tendencies, but are not limited to such environments, and represent a worrisome societal model devalues all of us: the elderly, women, as well as those who are considered different because of race or physical aspects, etc. The absence of courtesy and good manners creates societies where individuals lack personal dignity and subjects them to an environment where rude behavior and inappropriate conduct are considered “normal”.

Rudeness within a workforce has an impact on customers too. Pearson and Porath’s surveys and experimental research with other colleagues indicates that:

- 25% of people who experience rudeness at work say that they have taken their frustration out on customers.
- Customers witnessing rudeness amongst employees are significantly less likely to want to use the company’s service in the future and most will generalize their feelings about the rudeness they witness to all employees of that organization.

Add to this the costs of managing incidents of incivility and the negative impact on creativity, accuracy, performance and willingness to help others revealed by a number of researchers in the field, and I think we can all agree that rudeness at work is officially a Really Bad Thing.

Rudeness is often regarded as something that we just have to put up with from time to time and consistently rude people often get away with this type of corrosive behavior without direct challenge. Yet we now know that it has a huge impact on both employee and customer experience and ultimately on the performance and bottom line of the organization.

If we want to win a customer’s heart or want to retain an annoyed porting our customer we can practice courteously and good manners towards our customers. Perhaps the only way out to gain back customer trust and heart share.

Summary of Module

- Communication is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior.
- Communication can be performed in two ways, oral and written; oral communication is easy and has in-time response. Written communication contains concrete document that can be used for future reference.
- Deliver quality working in a short period of time and deal with the unpredictability of the call center is a challenge for an agent.
- Employees with great active listening skills are able to quickly pinpoint customers' needs and desires, match needs and desires with the best product or service, and expertly guide them through the call.
- In order for call center agents to successfully resolve customer Concerns, they must have a strong set of soft skills combined with technical and product knowledge.
- An effective agent should have the competencies, including personal attributes and skills to communicate effectively with different people in a professional way, without personal feelings influencing the process
- To overcome the obstacles inherent in telephone communication versus in-person communication, agents can use several strategies such as building rapport and listening actively.
- Grammar is the study of words and the ways words work together. Any person who communicates using a particular language is consciously or unconsciously aware of the grammar of that language.
- Treating a customer courteously involves a lot of little things that demonstrate to customers that we recognize and respect them as individuals

Frequently Asked Questions (FAQs)

FAQ 1: Why is communication important for an organization?

Answer Communication is important for an organization because without effective communication, there will be no mutual sharing of thoughts, ideas, news etc.

FAQ 2: What is the objective of every communication?

Answer Objective of every communication is to have people understand what we are trying to convey.

FAQ 3: What is the Difference between oral and verbal communication?

Answer Oral communication is really just talking to others. Written communication means communicating to others through the written word.

FAQ 4: What are the 7cs of communication?

Answer These are the 7cs of communication:
Correctness, Clarity, Conciseness, Completeness, Consideration, Concreteness, Courtesy

FAQ 5: What is call flow in call center?

Answer Flow of calls at present is called flow.

FAQ 6: What are the Components of Communication?

Answer Communication consists of six components or elements. Context, Sender/Encoder, Message, Medium Receiver/Decoder, Feedback

FAQ 7: Define subject verb agreement.

Answer The verb of a sentence must agree with the subject. Therefore, when the subject is singular, the verb is singular and when the subject is plural, the verb is plural.

FAQ 8: What does the communication skill empathy means?

Answer Empathy means always respecting other people's point of view even when you disagree with an employer, coworker, or employee.

FAQ 9: Who is Interlocutor?

Answer Interlocutor is a person who takes part in a dialogue or conversation.

FAQ 10: Why do we study grammar?

Answer To speak in a clearer and more effective manner we study grammar.

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. Select the non-verbal type of communication from the following:

- | | | | |
|---|----------|---|---------|
| a | Gestures | b | Written |
| c | Oral | d | Clues |

2. Communist, is the word drive from _____.

- | | | | |
|---|--------|---|--------|
| a | Latin | b | Greek |
| c | French | d | German |

3. Identify the tense “He doesn't like it”:

- | | | | |
|---|--------------------|---|-----------------|
| a | Future Indefinite | b | Past Perfect |
| c | Present Indefinite | d | Past Continuous |

4. The process of attaching meaning to words or symbols is known as _____.

- | | | | |
|---|----------|---|--------------|
| a | Encoding | b | Decoding |
| c | Feedback | d | All of Above |

5. Requirement are gathered through _____.

- | | | | |
|---|------------------|---|-----------------|
| a | User Involvement | b | Your Perception |
| c | Documentation | d | Pre Assumption |

Answer Key

MCQ Number	Correct Answer
1	a
2	a
3	c
4	b
5	a

Module 6: Memorizing and Presenting Product / Training

Learning Outcomes

After completion of this learning module, you will be able to:

- Define the importance of keeping abreast with product upgrades / updates.
- Make and manage product list for ready reference during customer interaction.
- Present company products to the customer and provide technical support.
- Utilize self-management skills.
- Orientate and welcome new recruits.
- Introduce the policies and procedures of the company to the new team members.
- Provide technical/product training.
- Overcome objections raised by the customer.
- Tackle irate customer while delivering appropriate rebuttals.

Learning Unit 1: Understand the Need of Training

Overview

Giving call center agents the training they need will help enable to handle many situations when they arise. This unit focuses on the importance of product upgrades, the list for reference, presenting the product with technical support and utilization of self. After this learning unit, students will be able to define the product upgrades, manage product list, Present company products and Utilize self.

1. Importance of Product Upgrades/Updates

Sales in the Call Center

Sales in the call center mean helping people. Selling is serving. It is a process of identifying and solving people's problems. Successful call centers go beyond hawking a product or service just because they have the customer on the line. Call center Agents are hired for their ability — and trained — to help the customer discover needs — both stated and unstated.

Product Updates / Upgrades

Call center agent should acquire expertise and specific updates / upgrades about the product or service that they are selling. They should be an information powerhouse and have the skills to effectively answer any question or concern addressed by the customers about the product. Spend time training call center agents to thoroughly understand the product and the company to feel competent selling it.

Customer queries often relate to recent changes or product releases. The call center must therefore be supported by up-to-date information on these areas.

Call center operators must also be able to access the knowledge repositories (storehouse) confident that the information provided is both accurate and current. With a customer on the line, there is no time for double-checking against other information sources. There are a number of practical steps you can take to ensure information accuracy:

- Put in place a permanent team to create and update content.
- Establish communication channels with the sources of new information (policy groups, business units, etc.)
- Ensure that updating the call center knowledge-base is part of the 'sign of requirements for business development.
- Provide a simple mechanism for frontline staff to report errors and omissions.

Education vs. Training

Education is all about learning the theory. Traditionally, an education may reinforce knowledge in which that you already have a foundation.

Training gives you the skills to do something rather than just know about something. Training can be specific to your need, your ability or your skills-gap.

2. Managing Product List For Ready Reference

Always manage a product list during customer interactions. Such list must contain the information about all the products of the company for ready reference. Consider the following examples of information about product to look for and how to use it:

Company Type

Knowing this will let you know terminology to use in the industry and which products are used. Be prepared to share how your company has benefited similar companies in the industry. The call center agent should be able to tell potential customers why they should choose you over your competitors. Study the company's history, philosophy, customer reviews/testimonials and industry ratings in order to be able to provide customers with a complete and favorable picture of who they are dealing with.

Practical Solution

You may be able to recognize a specific and practical use of your product.

Budget

Does the website quality or other information look like the company has the money to spend on your solution? You may possibly adjust your pitch by focusing more on budget products rather than your best products.

Influence

Look for specific leader's names. Is your contact listed on the website?

Tidbits for Small Talk

Notice tidbits of information like the company's city. An icebreaker example could be to make a positive and personal comment about that area. There is always something interesting on the company's website you can use to break the ice.

3. Technical Support for Presenting Company Products

When launching a product, call agent must decide how to support it. Depending on the product and the people using it, one might offer some or all of the following types of technical support:

Phone

Supporting users by phone is time-consuming, but for some types of products, it can reassure potential buyers, particularly if they are not Internet users or if the product handles sensitive information (for example, financial or health data). Users might trust the product more if they know they can speak to a real person. You can take phone support further by offering a remote-desktop feature to help customers right on their computer. If you do provide phone support, clearly state when it is available, including time-zone information.

Email

A lot of companies start with email support. Simply publish an email address, and answer queries as they come in. The advantages are that you don't need any additional software, and everyone uses email. However, it gets tricky if you are not the only person supporting the product. If all of the support staff logs into the same mailbox, two people could very easily answer the same query, or a request could get ignored because everyone thinks someone else is dealing with it.

Social Media

Support via social media has become so important that many large companies are far more responsive on Twitter than via traditional means. Social media should be a part of your support system, but it shouldn't be the only way that you help people. Being able to quickly respond to someone who is having a problem or has a question about any product is incredibly powerful. One may set up searches in Twitter clients, so as soon as someone mentions a product, quick response will be possible. If a person mentions that they are trying out a demo, one may simply say, "Let us know if you have any questions!" and leave it at that. It is important that one may not appear to chase potential customers; just give them a way to ask informally about anything on their mind.

Ticketing System

I would suggest that anyone with a commercial product use some kind of ticketing system. This support system can often be combined with the methods listed above. For example, many systems can turn incoming emails into tickets, or can log phone sessions in a useful format, or have an interface where users can submit tickets directly.

Ticketing systems make the process of providing support easier when multiple staff members are involved, because you can see whether a request is being responded to and who is working on it.

Real-Time Chat

Real-time chat-based support is a feature of some ticketing systems, and is also available as a standalone service. It is used with Perch, although primarily for pre-sales queries rather than for actual support. Like Twitter, it can be a really good way to quickly answer a question, but for longer answers and code samples, dealing with people in the main support area is much easier.

4. Self-Management Skills

Self-management skills are those abilities that allow an employee to feel more productive when doing daily routine regardless of the working environment. Well-developed self-management skills will help you efficiently communicate with co-workers, management and customers, make the right decisions, plan your working time, and keep your body healthy.

To improve self-management skills of the call center agents, special self-assessment training must be organized. Usually such training is conducted by the HR department (or external trainers are employed). In any way, both the employer and the employee will benefit from developing abilities and skills for self-management.

Here is a list of the key self-management skills required for a call center agent to be more productive.

1. Stress-Resistance

The first and foremost skill of self-management refers to a person's ability to resist any stressful situations. When one develops this self-management skill, he/she can avoid many mistakes that people usually make when being stressed out.

A stressful situation usually blocks our ability to think and make rational decisions, we can't even cope with the simplest tasks in the workplace, so our productivity goes down and we get frustrated. That's why one needs to develop this ability in order to be a productive employee able to offer resistance to a stressful situation.

2. Problem Solving

The second self-management skill requires you to use your brain as a mechanism for making right decisions. Problem solving requires one to operate facts and make the right assumptions to analyze the situation, review problems, and find effective solutions

3. Communication

The way how one can communicate information to others will determine one's success. Being able to efficiently communicate any information to other people means that you can share information with the minimized possible distortion. Productive call center agents should efficiently communicate with their colleagues and management because they comprehensively understand the value of clear and timely delivered information.

4. Time Management

Producing expected results in a timely manner determines the success of one's efforts. Time management is an extremely important self-management skill that makes a call center agent be more productive.

5. Memory

An ability to memorize events, names, facts, etc., allows a call center agent to remember about everything he/she needs to do daily tasks and duties.

Among other self-management skills examples, committing to memory requires personal effort for developing one's mind abilities.

Learning Unit 2: Training and Assistance of New Recruit

Overview

Call center agents need training and assistance if they are expected to deliver excellent customer service. This Learning Unit focuses on the orientation of the new recruits regarding the policies and procedures of the company and the provision of technical/product training. After this learning unit, students will be able to orientate and welcome new recruits, introduce the policies to new members, and provide technical/product training.

1. Orientation to New Recruits

Purposes of Orientation

The purposes of an orientation at a call center are given below:

- Reduce the new employees' anxiety
- Employees feel welcome
- Provide information
- Reinforcing a favorable impression

An effective orientation program makes the call center agents feel comfortable. It introduces them to the organization's:

- culture
- supervisors
- coworkers
- work expectations

The focus in orientation also has to be on making employees feel welcome on entering a new organizational structure. Employees who get a positive first impression are more likely to develop loyalty, cooperate with coworkers and supervisors, offer ideas, and take a personal interest in your organization's success.

The first few minutes of new employee orientation, if done right, can lead to happier and more productive workers and, ultimately, increased customer satisfaction.

What is Recruitment?

"Recruitment" is the process of supplying a company or an organization with new employees or members. It is aimed at attracting, identifying, and finding the right person to fill a job vacancy in the most effective way possible.

2. Policies and Procedures of the Company

An organization should have the policies in place to explain how to deal with issues when they arise and to show that they operate in a fair and consistent way towards all employees. Inform the employee about the organization's policies, procedures, and benefits as soon as possible. For most organizations, the employee handbook is the source of much of the information regarding:

- benefits
- hours of work
- pay policies
- dress code
- vacation
- time off
- work rules

What is a Policy?

A policy is a statement of principles and practices dealing with the ongoing management and administration of the organization.

Most employers also require new employees to sign a receipt acknowledging they received and read the handbook and that they understand they are “at-will” employees, if in fact that is the case. Some policies, such as sexual harassment, equal employment opportunity, drug and alcohol use and safety, are so important that one may want to conduct special training for them. In particular, new employees should understand how to make complaints under these policies.

In addition, if the employee will be participating in a health insurance plan provide an initial to the employee and any covered spouse and dependents. If a policy requires new employees to take a physical exam or undergo any medical tests, these typically should be conducted prior to the employee's first day.

3. Provision of Technical/Product Training

Product knowledge training has long been held as one of the secret weapons of successful sales organizations. Purchase decisions and the sales process can be a long drawn out affair. Before a customer even thinks about parting with their hard earned cash, they'll need certain assurances about the following:

- Product up to date training
- Brand

- even the salesperson
- Price
- Quality
- Warranty information
- Financing

However, several purchases hinge on factors such as familiarity, confidence and trust, which often boils down to how competent and knowledgeable call center staff are.

From impulse buys to major purchases, passing on some product knowledge to the customer can potentially make or break a sale. If employees do not know about the benefits of particular goods or services, chances are the consumer won't convert. Therefore, some training or tuition is usually required.

If the employee has an interest in the industry or product, this becomes a lot easier. But if staff has no skills or expertise about your business' portfolio, things are much trickier. Even so, training of call center agent is imperative, as it has been proven that people buy from people with great product knowledge.

Provide a call center agent with short quizzes about certain subjects or topics, in this case product information. By giving each member of staff a series of 10 questions each day, they gradually build up their knowledge base and become better salespeople.

Another part of our training solution is that employees can learn whenever and wherever they want. It is available on a range of devices including Smartphone and tablets, enabling staff members to pick up and put down their tuition at a time and place that suits them. In theory, they never need to leave the sales floor.

It is in every business' best interests to provide employees with as much product knowledge as possible. Even if differing attitudes and techniques towards learning exist, there are certain solutions that guarantee positive results.

Learning Unit 3: Relevant Rebuttals to Handle Objections

Overview

Remember

Rebuttal is a reply intended to show fault in an opponent's argument.

Handling objections means making a case where a call center agent can answer questions before they are thought of. This Learning Unit focuses on overcoming and the tackling irate customer while delivering appropriate rebuttals. At the end of this learning unit students will be able to overcome customers' objections, conduct role plays and tackle irate customer.

1. Overcoming Objections Raised by Customers

A call center agent should be trained to provide all the information the customer needs and try to make an informed purchase.

Common Sales Objections

The obvious starting point for a call center agent is to think through what the objections will be by brainstorming. Common objections to any sale would be:

- **Price/Value/Cost** – The price is too high against the perceived value or what happens if I spend all this money and don't get value? I can buy something else with this, why spend it on your solution?
- **Time/Logistics** – How is it delivered? Does it fit around our planning? Not ready yet, need it sooner or will take too long
- **Credibility/Trust** – The solution seems right, just don't trust you to deliver, or the solution is unproven
- **Politics** – What will my boss think? Is this something I can approve? What happens if it goes wrong?
- **Knowledge** – I don't know enough about this stuff! Is this true?

Price is the famous one, but is surprisingly one of the easiest to overcome. In fact most objections come down to **risk**. Do not underestimate the fear of looking foolish that is also a big risk also for the decision maker.

Overcoming the Objections

The whole point of this exercise is to get to the point where there are no objections because the customer is happy and secure in their decision to buy from you. That is the dream scenario, but we can get there increasingly by improving our approach.

Take a look over the example, objections (or risks). Sometimes it takes some creativity and flexibility in your offer, sometimes just some more explanation, most of the time it is all about *proof and credibility*. With price the best solution is to increase the perceived value rather than drop prices. This is where “bonuses” and “bundling” comes in. *Price is also closely related to trust*. Build your credibility to match your price.

A Word on Discounting

Discounting is a risky game. Once a call center agent gets into discounting and competing on price, he/she may be pretty well lost. Don't get it wrong, prices should be movable and something one controls rather than fixed in stone, but not your main point of differentiation and never go down the road of communicating “cheaper” as your brand.

A call center agent may discount, but based on some business principals, not to make a sale. For example, customers who work on long term commitments pay a lower rate than one-off, but they have to make the commitment (i.e. not just a verbal promise) before they get the rate.

Removing Risk and Demonstrating the Value and Reliability

As risk is a huge issue in objections, it is good to have “introductory” or “sample” products where a call center trainee can demonstrate the value and reliability.

It is always good that services are all short term packages that are easy to agree to. In this way a customer may take a call center agent for a test drive on, say, an hour calls, then that leads to longer term projects when they get value from advice.

Guarantee

Remove financial risk with a guarantee. Guarantees can also remove some of the internal reputation risk for the customer.

Talking Through With Customers

The tricky way to create a solution to overcome an objection is to talk through with customers what might make them happier in their decision (other than dropping the price). A call center agent won't implement all their suggestions but it might give him/her some unique ideas.

Contact Form

Finally, put a contact form right where the customer can find it so they can ask questions, and it is good for a call center agent to keep a log of the most common questions and objections so that he/she can go back and answer them easily.

2. Conducting Role Plays For Call Center Agents

Role-play is used for the call center trainees in diverse functions. The process is not complicated. In fact, the six basic steps may be some of the most gratifying and cost-efficient training measures a company can implement. These steps are listed below:

- First, identify the situation or problem and the goal to achieve. Make sure everyone is clear on objectives.
- Second, a role-play scenarios for the call center industry are based on previously recorded interactions with actual customers, both those calls that were handled well, which could be presented as "best practice" examples, and those calls where there was room for improvement, which could be presented to the learner as an opportunity to apply the newly learned skills.

Remember

Role-play simulation is a learning method that depends on roleplaying. Learners take on the role profiles of specific characters or organizations in a contrived setting.

- Third, add details to make the role-playing session feel real, and assign roles to the individuals involved. Remember to allow a few moments for participants to prepare. Each should understand the perspectives, emotions, motivations, values, demographics, and related perceptions of his or her role.
- Fourth, act out the scenario. (One can start with a scripted or unscripted demonstration to put people at ease.) If necessary, start with a simple ice breaker to make participants less nervous.
- Fifth, decide whether the facilitator will interrupt the role-play to coach the roles. Though it may best serve the learners to see the role-play through interruptions can be intense for some people. Not everyone is comfortable performing in front of peers or colleagues.
- Last, discuss the outcome and learning. It is good to have an expert provide an encouraging comment as well as to describe how he or she would have handled the interaction.

Naturally, the more employees perform role-plays, the more comfortable they will become with the process.

ASSAULT Role Play Simulator

The next level of training must include the ASSAULT Role Play Simulator. With it phone agents can practice their telephone presentation against real-life obstacles. Literally, they can deliver their script over and over and over again and face all the hurdles, rebuttals, objections, questions, comments, and barriers that they will battle on the phone.

Benefits of Assault Role Play Simulator

There are many great benefits to adding this interactive approach to your call center representative training schedule. Here are just a few:

1. The Assault Role Play Simulator helps agents become more confident on the phone. They learn how to overcome obstacles, handle objections, and communicate more effectively. The agents battle real scenarios they will face live on the phones, so they're prepared for any scenario. Each simulated call is then recorded, graded, and used as the focus of classroom discussions.
2. The Assault Role Play Simulator teaches agents to adapt their scripts for a more realistic, effective sales call. As you know, no customer wants to talk to a robot. The best calls are the ones that seem spontaneous and responsive to a customer's individual needs, but also calm and knowledgeable.
3. The Assault Role Play Simulator is fun for call center agents. We find that reps are super enthusiastic about this type of training and they actually beg for more time with the simulator. The more they practice, the more proficient they feel at their jobs — and the more proficient they are, the less turnover your call center faces from under-trained, frustrated agents.

Irate Customer

A customer who becomes angry very easily is called an irate customer or angry customer.

Adrenaline

Adrenaline, known as the fight or flight hormone, is an early evolutionary adaptation allowing us to cope with dangerous and unexpected situations. Naturally produced in high-stress or physically exhilarating situations. It is released from the adrenal glands and rapidly prepares the body for action.

3. Instructions to Tackle Irate Customers

A trainee should remember at first place the purpose of customer service (call center) training is to help the clients by solving their problems. In the following, some customer service tips are given for dealing with irate callers:

1) Stay calm and try not to take it personally

- When a client is upset, their emotions can become communicable. Remember that the client is upset about their situation. They are not upset about a call center agent.
- Acknowledge the client's right to be upset: "I'd be upset too, if that happened to me."
- Breathe deeply, relax your muscles and focus on the client's needs rather than personal reactions.

2) Let the client vent, without interrupting

- If you interrupt the client, they will become angrier.
- Instead, let the client vent until they start to slow down. Listen empathetically to their issues without interrupting: "Tell me what happened next."
- Continue to acknowledge their concerns.

3) Acknowledge the client's emotions and apologize, if appropriate

- Once a client's feelings are acknowledged, they will usually become calmer and more open to solutions.
- If appropriate, apologize. This does not necessarily mean an agreement with the client's position. It means showing concern for the client's feeling.
- Some possible phrases are:
- "I'm sorry to hear you're going through this."
- "Many people would feel the same, if it happened to them."

4) Help the client focus on their current needs

- Clients may wander when they are upset. They may even continue to argue, after the agent has agreed with them. When someone is upset, their bodies are flooded with adrenaline and they can no longer tell what is on topic, or off.
- Talk slowly. Calmly ask questions to re-direct the conversation back on track.

- Check for understanding at each step: “If I understand you correctly, you plugged in our product and but it didn’t power on.”

5) Give the client control over their level of disclosure by asking permission to ask questions

- Some clients may feel threatened when they are asked to provide additional information.
- Ask permission to ask questions about sensitive topics.
- For example, "To help you, would you mind if I ask you a few questions? Some of them may seem very personal, so if you're not comfortable with a question, please let me know."

6) Avoid jargon

- When people are upset, they may react angrily to jargon.
- Avoid the use of jargon, unless you are sure the client will understand it.
- Keep your phrases short and simple. Don’t use company acronyms (short forms) unless you think the client will understand them.

7) Keep it simple

- When people are upset, they lose the ability to take in new information.
- Give only one instruction at a time. Walk the client through the process step-by-step. Repeat directions frequently.
- Confirm any key client information by repeating back to them some key phone numbers or appointment information.

8) Seek a full resolution, if you can

- Offer a solution and then ask a “confirmation question” such as, “How well that does work for you?” By asking, “How WELL does that work for you”, you are focusing your client’s mind on the benefits of your solution.
- If the client agrees, proceed with your solution. If they disagree, ask additional probing questions so you can find a better solution.

9) Offer a partial resolution, when appropriate

- Sometimes, a call center may be unable to fulfill a customer's entire request. But, he/she can still offer a partial solution.
- Offer to help with part of the task: "While it takes a week to repair your original item, we can offer you a loaner item you can use."
- Offer an alternative time: "While we can't have it delivered overnight, we can have it sent to you within three days."
- Offer an alternative resource: "If you need the item immediately, we also have a store located on 123 Main Street, in your city where you can pick it up."

10) Agree to disagree, if you must

- Myth: "All conflict can be resolved." There are some customer service conflicts which should NOT be resolved. For instance, if a client asks for something that is illegal, or violates safety regulations, a call center agents need to refuse their request. You may also have to refuse their request due to company policies.
- In situations like this, a call center agent must explain why he/she is unable to fulfill their request. People don't want to hear, "It our policy..." They want to be treated as intelligent adults and told the reason "why" their request cannot be satisfied.

Summary of Module

- Training is a must for the call center agents. Giving the training they need will help them to be able to tackle different situations when they rise.
- Call center agents should acquire knowledge and specific updates / upgrades around the product or service that they are selling.
- A list must be managed by the call center agent containing the information about all the products of the company for ready reference.
- Call center agent should offer technical support such as phone, email, social media, ticketing system and real-time chat depending on the nature of the product.
- To improve self-management skills of the call center agents, special self-assessment training must be organized.
- An orientation program makes the call center agents feel comfortable. The organization's policies, procedures, and benefits must be introduced to call center agents as soon as possible.
- Product knowledge training has long been believed as one of the secret weapons of successful sales organizations. Knowledgeable staff makes more sales.
- Role Plays help agents become more confident on the phone. They learn how to overcome obstacles, handle objections, and communicate more effectively.
- A call center agent should be trained to help the irate customers by solving their problems.

Frequently Asked Questions (FAQs)

FAQ 1: What is the purpose of training at a call center?

Answer The purpose of training is to help agents to be able to handle many situations when they arise and to increase the profit potential.

FAQ 2: Define sales in the Call Center Occupation.

Answer Sales in the call center mean helping people. Selling is serving. Selling is a process of identifying and solving people's problems.

FAQ 3: What type of information must be included in the product list for ready reference?

Answer The product list must contain company type, practical solution, budget, influence and titbits for small talk.

FAQ 4: What do you understand by self-management skills?

Answer Self-management skills are those abilities that allow an employee to feel more productive when doing daily routine.

FAQ 5: Why does one needs stress-resistance?

Answer A stressful situation usually blocks one's ability to cope even with the simplest tasks. So the productivity level goes down. That is why stress-resistance is necessary in order to be a productive employee.

FAQ 6: Write the definition of the word "Orientation"

Answer A procedure for providing new employees with basic background information about the organization is called orientation.

FAQ 7: Why do organizations need policies and procedures?

Answer Organizations should have the policies and procedures in place to explain how to deal with issues when they arise.

FAQ 8: What is the purpose of guarantee on some product?

Answer Guarantee removes financial risk. It can also remove some of the internal reputation risk for the customer.

FAQ 9: What is the benefit of the assault role play simulator?

Answer The Assault Role Play helps agents become more confident on the phone. They learn how to handle objections, and communicate more effectively.

FAQ 10: What is the role of acknowledging the client's feelings?

Answer Once a client's feelings are acknowledged, they will usually become calmer and more open to solutions.

Test Yourself!

Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

1. Spend time _____ call center agents to thoroughly understand the product.

- | | | | |
|---|---------------|---|----------|
| a | Manufacturing | b | Watching |
| c | Training | d | Locating |

2. Selling is a process of identifying and _____ people's problems.

- | | | | |
|---|------------|---|---------|
| a | Stating | b | Solving |
| c | Exchanging | d | Trading |

3. Practical solution means to _____ a specific and practical use of your product.

- | | | | |
|---|-----------|---|--------------|
| a | Recognize | b | Effect |
| c | Cause | d | Contract out |

4. Supporting users by phone is _____.

- | | | | |
|---|---------------|---|----------------|
| a | Time-bounding | b | Time-passing |
| c | Time-wasting | d | Time-consuming |

5. Time management is an extremely important _____ skill.

- | | | | |
|---|-----------------|---|-----------------|
| a | Self-learning | b | Self-management |
| c | Self-addressing | d | Self-realizing |

6. "Recruitment" is the process of supplying a company with new _____.

- | | | | |
|---|------------|---|------------|
| a | Soft wares | b | Notepapers |
| c | Comforts | d | Employees |

7. The best solution with price is to _____ the perceived value of product rather than drop prices.

- | | | | |
|---|----------|---|----------|
| a | Increase | b | Testify |
| c | Degrade | d | Cut down |

8. Role-play for the call center trainee is a/an _____ process.

- | | | | |
|---|---------------|---|--------|
| a | Tensing | b | Tricky |
| c | Uncomplicated | d | Urgent |

9. Finally, a call center agent must use a _____ so that the customers can ask questions.

- | | | | |
|---|------------------|---|--------------|
| a | Booking form | b | Contact form |
| c | Proficiency form | d | Entry form |

10. When a customer is _____ the body is flooded with adrenaline.

- | | | | |
|---|-----------|---|-----------|
| a | Happy | b | Satisfied |
| c | Misplaced | d | Upset |

Answer Key

MCQ Number	Correct Answer
1	c
2	b
3	a
4	d
5	b
6	d
7	a
8	c
9	b
10	d

Module 7: Apply Health and Safety Measures

Learning Outcomes

After completion of this learning module, you will be able to:

- Identify a safe and healthy environment.
- Manage a safe and healthy surrounding.
- Assess possible risks/ hazards at the work place.
- Take safety measure to avoid a risk/hazard by carrying out a risk assessment.
- Identify the types of safety equipment present at workplace.
- Know when and how to use the safety equipment for e.g. fire-fighting and the evacuation drill.
- Define the term first aid.
- Know the importance of first aid.
- Recognise the first aid kit equipment.
- Use the first aid kit equipment.
- Maintain personal hygiene.
- Review and perform quarterly health check-up.

- Promote and adopt healthy activities.
- Promote and adopt equipment hygiene.

Learning Unit 1: Identify Health and Safety Hazards and Carry Out Risk Assessment

Overview

A safe environment at call center means external conditions/ surroundings in which people can work without any risk. This module focuses on safe environment, different ways to maintain it, possible risks and safety measures and ways to carry out a risk assessment.

1. Safe and Healthy Environment

A safe and healthy environment provides call agents with properly designed and correctly adjusted furniture/equipment. As a result, it will reduce the risk of a range of occupational injuries caused by overuse, poor posture and poor lighting.

The working environment plays an important role on the health problems associated with call centers. Issues such as temperature, lighting, space, design and layout of the office furniture, and the equipment itself are factors that need to be carefully considered in order to reduce ill-health effects.

The equipment used in such workplaces must be the right equipment for the job, i.e. headsets should be lightweight and adjustable, photocopiers and printers should not emit high frequency noise or noxious smells, and should be regularly serviced and cleaned.

Providing workplace facilities is a basic part of safe environment.

Workplace facilities are provided for the welfare of employees while they are at work. They include:

- workspace;
- drinking water;
- air quality and temperature controls;
- access and egress for all employees, including those with a disability;
- lighting;
- wash basins;
- toilets;
- change rooms;
- dining facilities; and
- seating.

Moreover, safe environment demands that one must ensure:

- Sufficient workspace is provided to allow persons to work safely;

Remember

Risk assessment simply means looking at what, in some workplace, could cause harm to people.

This will allow you to decide whether you have taken enough precautions or need to do more to avoid harm.

- Floors and surfaces are constructed and maintained to minimize the possibility of slips, trips and falls; and
- Persons are not hindered and able to move safely around a place of work.
- A safe workplace, and safe means of entry to and exit from the workplace
- Equipment, machinery or chemicals that are safe, when used properly
- A safe and healthy working environment, and safe and healthy methods and procedures (systems) for working
- Adequate information, instruction, training and supervision for all workers
- Adequate facilities and first aid for employees
- A process for consultation with workers
- Processes for identifying hazards, assessing risks and eliminating or controlling those risks.

2. Managing a Safe and Healthy Surrounding

The design and layout of a call center can have positive effect on the capacity of employees to perform their task. A healthy and safe surrounding includes adequate lighting, natural light, low and spacy partitions that do not form box-like surroundings, bright wall colors and neat work environments. When looking at the workplace design of a call center consider:

- Does the working environment have any negative effects on the call center employees?
- Have the employees been consulted on the workplace design?

Is the call center at the same design standard as the rest of the organization? (Morale is likely to be affected if the call center is not at the same standard).

Air Quality and Temperature

An uncomfortable temperature or a lack of air flow is likely to contribute to illness or injury. Stuffiness, or being too hot or too cold are common complaints from people working in call centers as well as other office based environments. Air temperature and quality should be checked regularly. If there are a number of people who are uncomfortable or if people are feeling drowsy, the temperature and air quality should be checked and adjusted where required. It is also check to outside temperature compare floor temperature. It is also checked to outside temperature compared to building or floor temperature.

Carpets

Carpets, if not well maintained, can contribute to an unhealthy work environment in a number of ways. Carpets can harbour and promote dust, dust mites, fleas and allergens which can be of serious risk to the hygiene and health of employees. Above all Carpets must be well maintained, with any rips repaired to avoid trips and falls. They must be regularly cleaned with appropriate cleaning agents. Every effort should also be made to ensure that carpets are cleaned outside of work hours.

Background Noise

If you have to raise your voice in order to conduct a conversation with a customer, noise may be a problem in your workplace. Loud background noise may also cause call center employees to increase

the volume on their headset. This may lead to vocal fatigue, ear pain and headaches. Background noise should be minimized as much as possible.

Microphone Positioning

There is an optimal position for a microphone in front of a call handler's mouth to avoid excessive vocal feedback for both the caller and the call handler. Incorrect positioning can cause the call center employee to raise their voice to be heard by the customer. Correct positioning of the microphone should be explained to each call center agent.

Rest Area

Call workers should have access to rest areas to relieve symptoms such as headaches or short-term visual and vocal fatigue. The rest area should be separated from the call center environment to ensure a complete break from the working environment. Good practice includes providing a rest area that:

- is easily accessible for workers
- is large enough to accommodate the number of workers on breaks at any one time it include idle time and call over time compare with breaks.
- is favorable to relaxation (comfortable furniture)
- includes access to clean drinking water
- is free from excessive noise
- has a clean toilet facility within close proximity

3. Possible Risks/ Hazards at the Work Place

Call center workers may be exposed to the risk of muscular injury (e.g. soft tissue injuries to the neck, shoulders, back, wrists and hands) as a result of awkward postures. A list of possible hazards is given below:

Musculo-Skeletal Disorders

Musculo-skeletal disorder is the name given to a variety of physical conditions, which affect joints, limbs and muscles. MSDs can be caused by a number of factors, including poor posture (especially when sitting at a workstation), and intensive use of a mouse or two.

Do you know!

Awkward postures are those in which parts of the body are not in their normal (comfortable) position.

Upper Limbs

Neck and shoulder pain in call centers can be linked to workers holding their arms in such a way as to use a keyboard and a pointing device (mouse). This activity concentrates on one arm, hand and finger.

Back Pain

Backache and injury in call centers is linked to workers sitting for prolonged periods with little opportunity to vary their postures. Even with good chair design, prolonged sitting can lead to back pain and other disorders. Problems caused by static posture are associated with:

- Decreased blood circulation
- Blood pooling in the legs.

Eye Strain

Long hours duration of work before a computer screen can lead to tired eyes and discomfort. Above all screen glare may cause poor image quality, and a need for different spectacles.

Voice Loss

The term voice loss is used to mean more than just being unable to speak. It can include, pain, swelling, irritating cough, change in pitch, sore throat, whispering, poor or no vocal power. One of the main causes of “voice loss” can be traced to the way in which operators in call centers have to use their voices. The vocal style is used by call agents every day and all day, which is very unnatural and stressful. Voices may have to be raised to compensate the noise made by other operators talking and attending calls.

Noise

It is vital that headset equipment provided is designed to fit the operator and not the operator having to fit the equipment. Old and/or faulty headsets can distort customers’ voices.

Stress

May result from the physical and psycho-sociological attributes of a multiplicity of hazards such as, boredom, repetitive work, lack of control, and abuse from customers.

Eating at Workstation

Eating at workstations leaves food remains, particularly on keyboards which are a magnet for bacteria. Germs and bacteria can be transferred to the fingers and from there to hair, face, food or anything else that is touched. Such food debris can even attract insects.

4. Safety Measure to Avoid Hazards

The next step is to implement control measures to remove or reduce the risk of people being injured/harmed. There are some control measures ranging from the most effective to the least effective in reducing the risks of injury or harm. This is outlined in the following:

1. Elimination

Removing the harmful work practice from the workplace. For example:

- modifying workstation design;
- modifying work organization with task analysis and job redesign;
- modifying work shifts;
- replacing faulty equipment

2. Substitution

Replace equipment and workstations with better designed ones. Where there is prolonged use of the telephone or where typing is required while using the telephone materials or equipment can be replaced for good results.

3. Isolation

Separating the risky work practice from people involved in the work. For example:

- locating fax machines in specifically designated areas away from employees
- Ensuring noisy work areas, such as printers and photocopiers, are located away from employees.

4. Engineering Controls

If the hazard cannot be removed, substituted or isolated, an engineering control is the next preferred measure. For example:

- repairing and maintaining equipment;
- installing acoustic shock prevention devices in telephone sets;
- reducing background noise levels;
- providing more space between operators/operator groups or installing acoustic barriers; and
- Adjusting lighting to reduce glare.

Learning Unit 2: Learn to Use Safety Equipment

Overview

The safety equipment is the protection that is used by workers to avoid injuries and life threatening situations. This Learning Unit focuses on the safety equipment and their pictorial images, the use of safety equipment and the measures employed against various types of unsafe situations.

1. Safety Equipment

Safety Equipment

The term safety equipment means certain items/tools that assist with safety.

The way of protecting individuals' health is classified as safety.

Even when workplaces are made as safe as possible, The risks can still remain. Safety equipment and procedures are essential for workplace to **manage health and protection**, and consider how you might improve them to create a safer, happier and more productive environment at a call center. Different types of safety equipment are used by workers depending upon the nature of risk involved in the work. The main purpose of the safety equipment is to reduce employee exposure to dangers when administrative controls are not effective. Safety equipment list at a workplace usually includes:

Smoke Alarms

Smoke alarms are designed to warn people at a call center when a fire occurs in that building. A smoke alarm that is properly installed and well maintained can warn workers of a fire before they are overcome by smoke or toxic gasses produced by the fire.



Smoke Alarm



Interlinked with Manual Call Points

Fire Extinguisher

A fire extinguisher is an active fire protection device used to extinguish or control small fires, often in emergency situations. It is not intended for use on an out-of-control fire, such as one which has reached the ceiling.



Fire Extinguisher

Emergency Light System

Emergency lighting is next part of a building’s life safety systems. Emergency lighting can be described as any approved illuminating device designed to automatically turn on when the primary power goes out. Exit signs are used in combination with emergency lighting to provide a means of egress lighting.





Emergency Light







Emergency Search Light

2. Fire Safety and Exit Signs

Safety Signs and Signals are one of the main means of communicating health and safety information. In view of their importance, it is critical that all Safety Signs and Signals can be easily understood. The below given table provides necessary guideline about safety signals:

Type	Shape	Colour	Purpose	Example
PROHIBITION SIGNS These signs prohibit actions detrimental to safety	Circular	RED with a white background red band and crossbar.	No Smoking	
WARNING SIGNS These signs give warning of potential risks	Triangular	YELLOW with black symbol or text	Danger Fire Risk	

<p>MANDATORY SIGNS Signs that require actions or activities that will contribute towards safety</p>	Circular	BLUE with symbol or text in white	Fire Door Keep Fire Shut	
<p>SAFE CONDITION SIGNS These signs indicate exit routes in the event of a fire or emergency</p>	Rectangular	GREEN with white symbol or text	Fire Exit	
<p>FIRE EQUIPMENT SIGNS These signs are used to indicate the location of fire equipment</p>	Rectangular or Circle	Red with white symbols or text	Fire Hose Reel	
<p>Supplementary Information Signs</p>	Rectangular	Green, Red, Yellow, with White or Black Text	Directional Arrow	

3. Usage of Safety Equipment

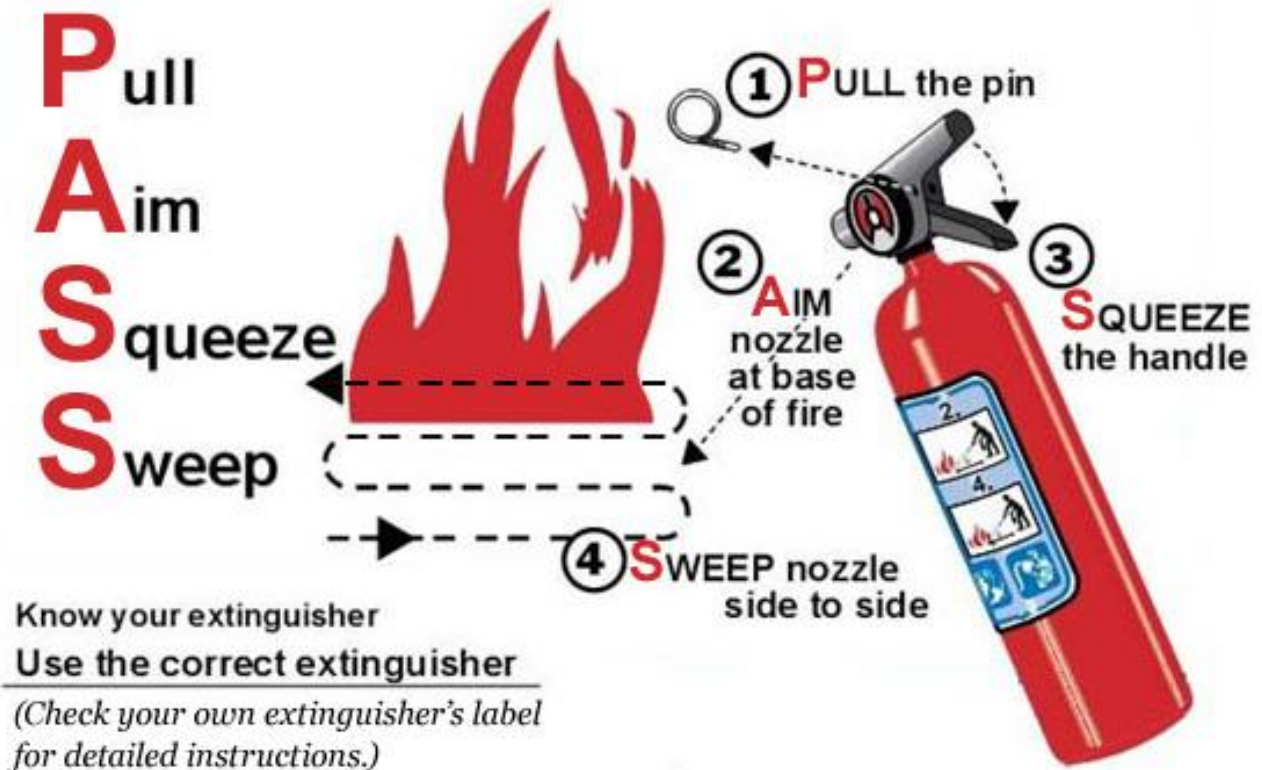
The basic element of any organization should be an in depth checking of the equipment needed to protect against the hazards at the workplace. The purpose is to set a standard on its proper use and maintenance. Training for the use of safety equipment is essential. Call center agents should know how to use equipment properly, including how to fit and remove it. They should also be aware of why they use the equipment, when they should use it and what are its limits.

Storing and Maintaining Safety Equipment

Safety equipment needs storing correctly when not in use. It needs keeping clean and in good condition, with nominated individuals having responsibility for regularly checking equipment safety. If equipment parts such as filters need replacing, they should always meet the same safety standards as the originals

Usage of Fire Extinguisher

To operate an extinguisher:



Emergency Procedures

There are requirements for emergency preparations at the workplace, which employers must meet. These include:

- preparation of evacuation procedures and practice of them at reasonable intervals; Employers must ensure procedures are developed for the controlled movement of people from the workplace in the event of different emergencies, such as fire, explosion, bomb or structural damage.
- providing clear and prominent display of the evacuation procedures and a diagram showing the location of exits and the position of the diagram in relation to the exits, where practicable;
- arrangement of the workplace so people can move safely within it, with passages for movement kept free of obstructions;
- ensuring emergency exits are safe in the event of an emergency and clearly marked;
- provision of regularly maintained and efficient fire extinguishers;
- provision of appropriate training on how to use fire extinguishers and other safety equipment to people who will be required to help control or extinguish a fire.

4. Emergency Procedure of Fire Fighting

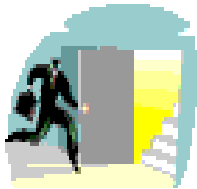
The procedure of fire fighting has the following steps:



1. Sound Alarm



2. Close the door



3. Leave immediately



4. Proceed to assembly point



5. Ensure fire services are called



6. Report to person in charge



7. Do not return to building until told

Learning Unit 3: Understanding and Performing First Aid

Overview

“First-Aid means a treatment from an Occupational First-Aider for the purpose of preserving life, until the services of a doctor are obtained. This Learning Unit focuses on the definition of the term First Aid, pictorial charts displaying equipment and use of kit equipment to perform First Aid.

1. First Aid

In simple terms First aid is a help given to a person who has been hurt or is suddenly taken ill. It contains the steps you can take before a person gets expert medical help. First aid can sometimes save a person’s life, but more often it is help given in an everyday accident or illness. The main purposes of First Aid are to:

- save life
- prevent further injury
- preserve energy and resistance to infection

Do you know!

This list is only a guideline based on the minimum amount of supplies required for an average First Aid box.

2. Importance Of First Aid

The importance of first aid is hard to ignore. Among the major benefits of first aid are the following:

- It affords people with the ability to provide help during various emergency situations. If someone swallows dangerous substances, or suffers health-related issues like a heart attack, or if a natural disaster occurs, a person knowledgeable in first aid becomes more than just another bystander. Instead, they become an invaluable support not only to victims, but also to professional emergency responders and medical practitioners.
- First aid helps ensure that the right methods of administering medical assistance are provided. Knowing how to help a person is just as important in emergency situations.
- Knowledge in first aid also benefits the individuals themselves. Whether the emergency affects themselves directly, or involves people they live and work with, first aid stops the severity of an emergency in a given time and place.

Remember

The pain medication takes time to work. If pain killer does not control pain, don't double down. Let the doctor to handle the issue.

Symptomatic

Symptomatic mean showing symptoms or it may concern a specific symptom.

Symptoms are signs of disease or injury. They are noticed by the person.





First Aid Kit Equipment








A first aid kit equipment is a collection of supplies which is used to give first aid, and can put together by an individual or organization. The workplaces should have a first aid kit. The first Aid T kit equipment includes:

- Adhesive bandages
- Sterile cotton balls
- Bandages
- Thermometer
- Gauzes
- Medication
- Tweezers
- Rubbing alcohol
- Adhesive tape
- Gloves

3. Use of the First Aid Kit Equipment

The Kits for the workplace must conform to suit what is required such as adding additional equipment for a specific use.

Equipment Title and Usage	Equipment Images
<p>First Aid Box is a bag or case containing basic medical supplies that are designed to be used on someone who is injured or who suddenly becomes ill.</p>	
<p>Adhesive bandages are small dressings used for injuries not serious enough to require a full-size bandages.</p>	
<p>Sterile cotton balls are used for applying ointments and antiseptics, as well as a sterile cloth for washing and dressing cuts and abrasions.</p>	
<p>Bandages are pieces of material used either to support a medical device such as a dressing or splint, or on its own to provide support to the body.</p>	

<p>Thermometer is a device that measures temperature or temperature gradient using a variety of different principles.</p>	
<p>Gauzes are useful for larger cuts, profuse bleeding, burns, and infections.</p>	
<p>Medication can be a controversial addition to a first aid kit. The main types of medicine are life saving medications, painkillers, and lastly symptomatic.</p>	
<p>Tweezers are tools used for picking up objects too small to be easily handled with the human hands.</p>	
<p>Rubbing alcohol can be used to clean utensils in your first aid kit, and it very effectively cleans cuts, scrapes, and minor wounds.</p>	
<p>Adhesive tape holds gauze in place or to help bind broken bones. Adhesive tape is also useful all by itself to cover blisters.</p>	
<p>Gloves are used during medical examinations and procedures that help prevent contamination between caregivers and patients.</p>	

Learning Unit 4: Ensure Personal Hygiene and Health Checkup

Overview

Personal and equipment hygiene is an important step to manage a clean and healthy environment. It is one of the most effective ways to protect ourselves, and others, from illness. This Learning Unit focuses on personal hygiene and oral health, quarterly medical check-up program and fitness activities as well as equipment hygiene at call center.

1. Personal Hygiene

Personal Hygiene

Personal Hygiene means those practices performed by an individual to care for one's bodily health, through cleanliness.

One of the most effective ways we have to protect ourselves and others from illness is good personal hygiene. That means:

- washing your hands, especially, but also your body
- being careful not to cough or sneeze on others,
- cleaning things that you touch if you are unwell
- putting items such as tissues (that may have germs) into a bin
- using protection (like gloves or condoms) when you might be at risk of catching an infection.

Do you know!

Fitness refers to the state or quality of being suitable to fulfil a particular role or task.

Personal hygiene, such as bathing, is very much dependent on the culture in which you live. In some cultures, it is expected that you will wash your body at least every day and use deodorants to stop body smells. Other cultures have different expectations.

Body Odour

Body smells are caused by a number of factors working in combination, including:

- Chemicals in sweat which are made by the body
- The actions of bacteria that live on the skin and feed on dead skin cells and sweat.
- Unwashed clothes, such as underwear and socks.

Hand Washing

Most infections, especially colds and gastroenteritis, are caught when we put our unwashed hands, which have germs on them, to our mouth. Some infections are caught when other people's dirty hands touch the food we eat.

Hands and wrists should be washed with clean soap and water, using a brush if your fingernails are dirty. Dry your hands with something clean, such as paper towels or hot air dryers. You should always wash your hands:

- After using the toilet
- Before eating food
- After handling call center equipment
- If you have been around someone who is coughing or has a cold.

2. Performing Quarterly Health Check-Up

The call agent should be familiar with the term “quarterly health checkup” and strictly follow it. Regular health tests can help find problems before they start. They also can help find problems early, when your chances for treatment and cure are better. By getting the right health services, screenings, and treatments, you are taking steps that help your chances for living a longer, healthier life. Your age, health and family history, lifestyle choices (i.e. what you eat, how active you are, whether you smoke), and other important factors impact what and how often you need healthcare.

Quarterly Health Check-up

Quarterly health checkup means some sort of scheduled doctor’s visit to check blood pressure, weight and other physical or mental ailments.

The notion of a regular mental health checkup is also important in the context of prolonged desk job duties. Of course taking periodic stock of your emotional well-being can help identify warning signs of common ailments like stress and depression or anxiety. Such illnesses are highly treatable, especially when they are identified in their early stages, before they get so severe that they lead to some sort of personal and financial crisis to the call agent.

3. Promoting Healthy Activities

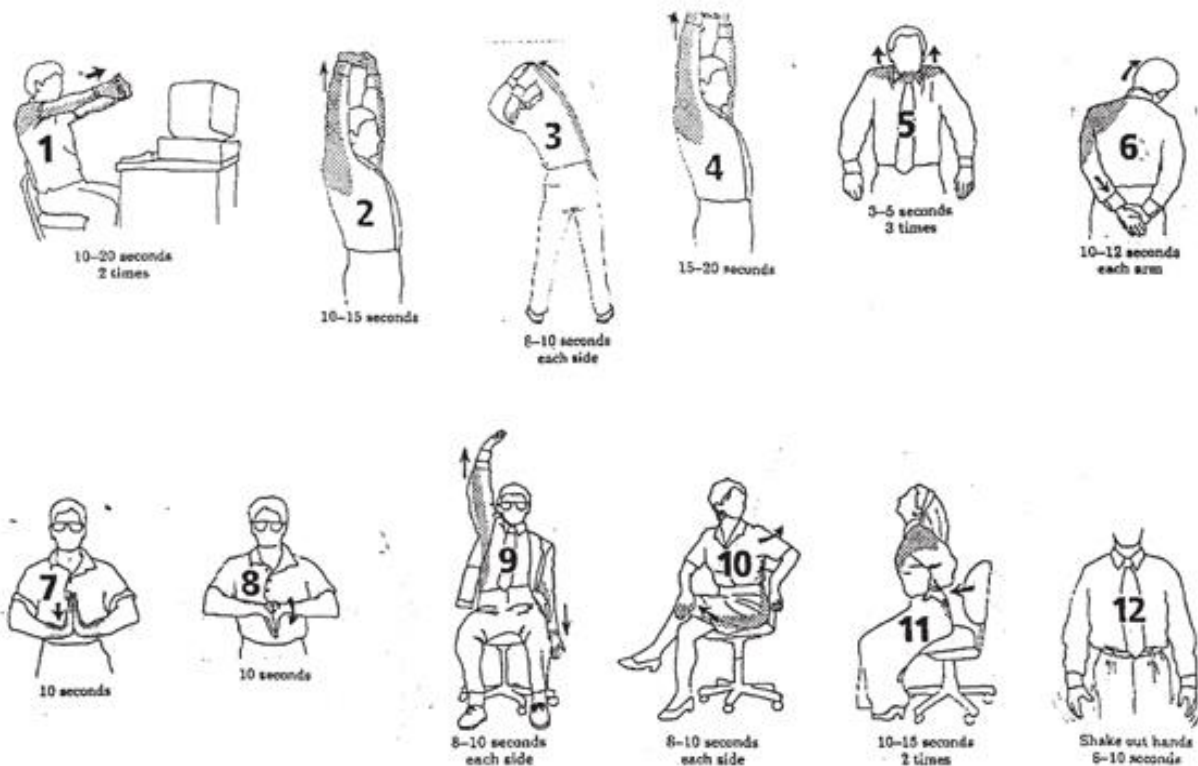
The approach to encourage and facilitate employees to enhance healthy lifestyle is called health promotion. The benefits of being active for physical and mental health are huge. Being active helps release chemicals in your brain (endorphins), which have a positive effect on one’s mood, heart, lungs, muscles and bones.

Regular physical activity can reduce the risk of developing diabetes, high blood pressure, heart disease and cancer. Increased levels of healthy activity will help reduce body fat and maintain a healthy weight. Unmanaged stress can cause muscle tightness, which can contribute to headaches, stomachaches, and other types of discomfort. Exercise is one of the best ways to control stress.

The periods of activities like light exercise during the work shift are more effective than rest breaks for reducing musculoskeletal discomfort and both physical and mental fatigue in call-center workers.

1) Neck Exercises:

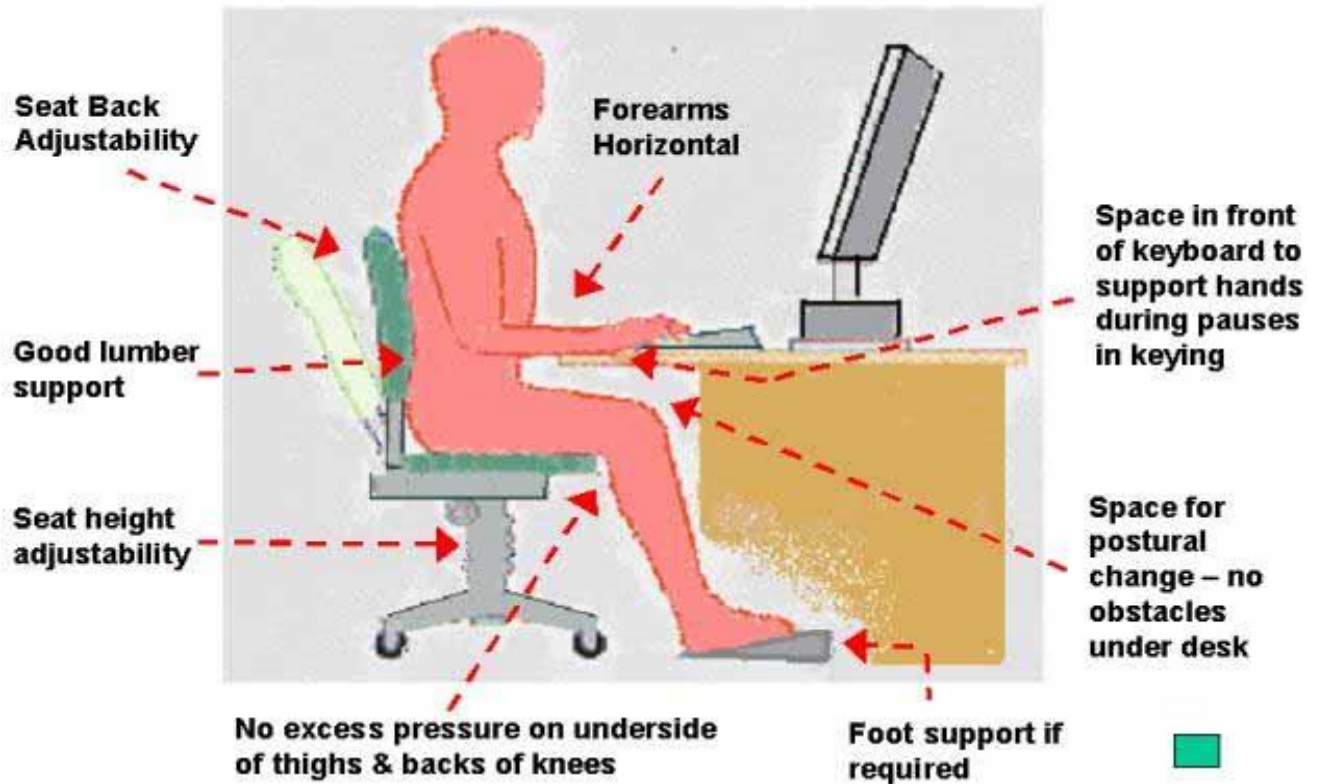
Neck exercises in sitting or standing position.



2) Adopting Better Sitting Posture:

A proper posture is connected to a wide variety of health benefits, including reduced back and joint pain and improved morale. Proper sitting posture includes:

- Seat back adjustability
- Seat Height adjustability
- Good lumbar support
- Forearms horizontal
- No excess pressure on thighs and back of knees
- Space in front of keyboard to support hands
- Space for postural change
- Foot support, if required



Cleaning Equipment

The cases of staff sickness may increase when people are working in open-plan offices with commonly used shared surfaces such as environment at call center.

Sharing work equipment such as telephones, headsets, computers or desks increases hygiene risks, as does close working proximity and consequent airborne germ transmission.

Specially-trained team cleaning service can eradicate the bacteria and microbes lurking around your workstations and IT and telecoms equipment, improving workplace health and morale and reducing equipment maintenance costs. If a person performs this activity on own then it is good to consider the following suggestions.

Tips for Cleaning Computer

- Turn off the system before you clean CPU.
- Use a moistened cloth to wipe away any dust and debris around the case of CPU but do not get any of the components wet.
- While the case is open, vacuum the power supply, RAM, CPU and hard drive etc.
- Use a moistened cloth and compressed air to remove any dust and debris on the keyboard. You can remove individual keys and wipe them down if they are sticky or not pushing down well.
- The mouse doesn't need to be cleaned frequently unless there are performance issues. Wipe the top of the mouse with a moist cloth, if necessary.

- The monitor should be cleaned as well. Unplug the monitor from the outlet and wipe it with a water-moistened cotton cloth. Never spray anything directly onto the screen for cleaning. Cleaning the keyboard, mouse, and monitor keeps them performing well.

Headset Hygiene Tips

- Each and every user should be provided a headset for their own dedicated use. Sharing headsets is unhygienic.
- Leatherette or foam ear cushions should be replaced every 6 months or with each new headset user.
- Windscreens (microphone cushions) or sound tubes (voice tubes) should be replaced every 6 months.
- Headset plastics, consoles, and equipment should be cleaned on a regular basis using anti-bacterial wipes.

These steps are the minimum recommendations for safe and effective long term headset hygiene. It should be used as a guide to maintain health and safety regulations at call center.

First Aid Kit Hygiene Tips

- The first aid kit should be clearly marked and easily accessible for the trained first aider.
- If you decide to assemble a kit use a clean waterproof container. Mark it clearly and store it in a dry place.
- Check your kit regularly and replace items as soon as possible after your kit has been used.
- If for any reason you carry ointments, creams, aspirin, paracetamol etc in your kit, always make sure that they are in date.

Procedure of Hand Washing

The procedure of hand washing has the following steps:



Rub palms together



Rub the back of both hands



Interface and rub hands together



Interlock fingers and rub the back of fingers of both hands



Rub thumb in a rotating manner followed by the area between index finger and thumb for both hands



Rub finger tips on palms for both hands



Rub both wrists in a rotating manner. Rinse and dry thoroughly

Summary of Module

- A healthy environment provides you with properly designed and correctly adjusted workstation furniture/equipment.
- A healthy and safe surrounding at call center contains adequate lighting, spacy partitions and neat work environment.
- Call center workers may be exposed to the risk. As a result it is important to implement control measures to remove the risk of people being injured.
- In a connection importance of first aid is hard to ignore. It affords people with the ability to provide help during various emergency situations.
- The safety equipment (fire extinguisher, smoke alarms etc) is the protection that is used by call agents to avoid life threatening situations.
- The safety equipment should be checked and maintained properly.
- One of the most effective ways we have to protect ourselves and others from illness is good personal hygiene.
- Performing quarterly health check-up can help find problems before they start.
- Healthy physical activity can decrease the risk of developing diabetes, high blood pressure, heart disease and cancer.

Frequently Asked Questions (FAQs)

FAQ 1: Define the term “safe environment” at a call center.

Answer A safe environment at a call center means that the external conditions or surroundings are without any risk.

FAQ 2: What is Musculo-skeletal disorder?

Answer It is the name given to a variety of physical conditions, which affect joints, limbs and muscles.

FAQ 3: What is main purpose of the safety equipment?

Answer The main purpose of the safety equipment is to reduce employee exposure to dangers.

FAQ 4: What is essential for the use of safety equipment?

Answer Training is essential for the use of safety equipment.

FAQ 5: Describe the importance of a smoke alarm at a call center?

Answer A smoke alarm is used to warn people at a call center when a fire occurs in building.

FAQ 6: What is the use of a First Aid Kit?

Answer A First Aid Kit is used to give first aid.

FAQ 7: When should we use gloves?

Answer We should use gloves as first aider during medical examinations and procedures.

FAQ 8: What does mean by personal hygiene?

Answer Personal hygiene means those practices performed by a person to care for his bodily health.

FAQ 9: Why is personal and equipment hygiene important for a call center?

Answer Personal and equipment hygiene is important to manage a clean and healthy environment.

FAQ 10: Write any one advantage of healthy activities.

Answer They can reduce the risk of developing diabetes, high blood pressure, heart disease and cancer.

Test Yourself!


Please mark the correct one from the given options. You can check your answer with the Answer Key at the end of this module.

- 1. An uncomfortable temperature likely to contribute to**
 - a Voice loss
 - b Illness
 - c Eye strain
 - d Backache

- 2. The way of protecting individuals well-being of health is classified as**
 - a Health
 - b Security
 - c Safety
 - d Fitness

- 3. The design and layout of a call center can have:**
 - a Minor effect
 - b No effect
 - c Negative effect
 - d Positive effect

- 4. At call centers sitting for prolonged periods usually causes:**
 - a Toothache
 - b Headache
 - c Backache
 - d Stomachache

- 5. This symbol is used to indicate** 
 - a Fire hose
 - b Fire door
 - c Fire exit route
 - d Fire location

- 6. PASS stands for**
 - a Pull, Aim, Square and Sweep
 - b Push, Aim, Squeeze and Sweep
 - c Pull, Aim, Squeeze and Sweep
 - d Pull, Aim, Squeeze and Street

7. Which of the following is NOT the purpose of First Aid?

- | | | | |
|---|------------------------|---|---------------------------|
| a | To reserve clean water | b | To save life |
| c | To preserve energy | d | To prevent further injury |

8. Bandages are pieces of material used to support

- | | | | |
|---|-----------|---|-----------|
| a | Stressing | b | Dressing |
| c | Applying | d | Measuring |

9. Quarterly health checkup means scheduled doctor' s

- | | | | |
|---|----------|---|-------------|
| a | Exercise | b | Activity |
| c | Visit | d | Instruction |

10. The approach to encourage and facilitate employees to enhance healthy lifestyle is called

- | | | | |
|---|--------------------|---|------------------|
| a | Security promotion | b | Safety promotion |
| c | Wellness promotion | d | Health promotion |

Answer Key

MCQ Number	Correct Answer
1	b
2	c
3	d
4	b
5	a
6	c
7	a
8	b
9	c
10	d

