National Vocational Certificate Level 2 in Information Technology (Call Center Agent)

Competency Standards

NAVTTC

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Title A: Perform basic computer functions related to the call center operations:

Overview: This module aims to educate the trainee about the basic knowledge of peripheral devices, system log on/off procedure, software applications, lodge customer complaint, and troubleshoot basic system errors.

Competency Unit	Performance Criteria	Knowledge and Understanding
A1. Understand and demonstrate procedure for the use of peripheral devices, learn keyboard short keys and log on/off function	**P1.** Recognize and manage use of peripheral device(s) **P2.** Use computer short keys / functions **P3.** Perform system check and log on/ off procedure to initiate system start-up or shut-down	**K1**. Identify and learn the different types of input/output (peripheral) devices for e.g. computer mouse, keyboard, headset, monitor, USB, CD ROM, Web cam, Scanner, Printer etc. **K2**. Understand and recognize keyboard and short keys **K3.** Understand and describe the log on/off at the beginning/ end of shift
A2. Learn the importance and use of call center software/ applications.	**P1.** Operate the call center "specific" software (CRM) or tools (CLI). **P2.** Manage customer data and customer interaction. **P3.** Access / retrieve customer information for use within the software. **P4.** Enhance your productivity and organizational targets by concentrating on the KPI's.	**K1**. Identify different types of existing CRM(s) used in various types of call centers. **K2**. Recognize and learn to manage the steps involved in customer database retrieval, editing, saving etc. **K3.** Know the importance of KPI and how it can benefit the agent in improving his/her performance.

A3. Record/ report customer complaint	P1. Launch customer complaint. P2. Relay customer complaint to the relevant department. P3. Prioritize customer complaint as per organisational SOP(s).	K1. Understand how a customer complaint is launched. K2. Know how the complaint is relayed to the relevant department for further action K3. Comprehend the importance of prioritizing customer complaint as per organizational SOP(s).
A4. Troubleshoot system errors	P1. Troubleshoot screen freeze by restarting system or use task manager. P2. 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. P3. Rectify port issues and ensure proper cable connectivity P4. Use the system through the keyboard/ short keys in case the mouse is not working	K1. Understand and define troubleshooting K2. Recognise error codes/messages displayed on screen and take notes K3. Know to operate the system through the keyboard/ short keys in case mouse is not working

Title B: Demonstrate knowledge and use of Internet / Intranet

Overview: This module aims to educate the trainee about the world wide web/internet, intranet, web-browser, and how to manage frequently used websites.

Competency Unit	Performance Criteria	Knowledge and Understanding
B1. Know and use the World Wide Web/ Internet	**P1**. Establish internet connection through (dsl / Wi-Fi /dialup/broadband) **P2**. Use internet/world wide web **P3**. Make use of different URL for specific purposes	**K1**. Explain internet and its use. **K2**. Indicate the usefulness of internet. **K3**. Understand and recognise the URL domains / abbreviations, e.g. .com (commercial), .edu (educational), .net (net providers) etc.
B2. Understand and use Intranet	**P1**. Establish intranet connectivity **P2**. Use intranet	**K1.** Give an account of what is intranet **K2.** Understand benefits of Intranet **K3.** Differentiate between internet and intranet

B3. Use web browser	**P1**. Navigate through web browsers. **P2.** Make use of the multiple functions of the browser address bar. **P3.** Use browser commands.	**K1**. Elucidate the term web browser **K2.** Identify types of web browsers **K3.** Understand the web browser interface
B4. Search through the world wide web.	**P1**. Search through the world wide web **P2.** Use different search engines. **P3.** Filter /extract information through search. **P4**. Explain the browser tool box functions and relative commands	**K1.** Understand and learn the menu of web browser **K2.** Know about the different types of search engines for e.g. google, yahoo, bin, etc.
B5. Manage frequently used websites	**P1**. Save and bookmark the websites **P2.** Manage bookmarked webpage/site **P3.** Delete unnecessary bookmarking	**K1**. Understand what bookmarking is. **K2.** Explain the procedure to save/ bookmark the website

Title C: Execute the role of a Call Center Agent

Overview: This module aims to educate the trainee about the basic role of a call center agent, time management skills, and working under pressure.

Competency Unit	Performance Criteria	Knowledge and Understanding
C1. Time Management TAT (turn round time)	**P1.** Implement TAT	**K1**. Understand TAT
	P2. Log on/off the system on time.	**K2**. Describe Average hold time
	P3. Maintain average talk time.	**K3.** Know the importance of Average Talk Time
	P4. Minimise call time	**K4.** Understand the importance of call management
	P5. Put the customer on hold with due procedure.	
	P6. Wrap/close call as per standard procedures.	
	Emphasize on time management.	

C2. Begin Answering calls / customer queries.	P1. Use a standard greeting	K1. Understand what a standard greeting is.
	P2. Smile and speak with clarity.	K2. Know why it is important to smile though the customer cannot see your face over the phone, but can hear Demonstrate to sound active and helpful to the customer
	P3. Sound active and confident.	
	P4. Ensure application of telephone professionalism and etiquettes.	K3. Understand telephone etiquettes
	P5. Give caller undivided attention to make them feel important.	K4. Compare and define the term empathy and sympathy
		K5. Remember that obtaining information from the customer with diligence is an essential and important task
	P6. Empathize and sympathize with the customers/callers with complaints.	
	P7. Obtain information from the customer/caller with due diligence.	

C3. Mange to work well under pressure	**P1**. Manage increased call load and work under pressure during the shift, esp. peak hours.	**K1**. Understand increased call load and to work well under work pressure and respond efficiently while maintaining the call flow and average talk time.
	P2. Maintain focus and enthusiasm while relaying the same information over and over again.	**K2**. Know the importance of believing in the organizations product(s) in order to relay the same information to different customers repeatedly but with even enthusiasm and interest without losing focus.
	P3. Measure and observe occupancy levels.	**K3**. Explain occupancy levels and how a CCA can measure it. (Occupancy is a measure of how hard the agent is working).
	P4. Utilize smart call wrapping skills under call load/pressure.	**K4.** Understand the standard calculation for occupancy levels: Occupancy Percentage = Total Talk Time + Total After-Call Work Time ÷ Total Sign-on Time.
	P5. Multitask and respond swiftly in relaying the information, compiling complaint content while receiving input data from the customer	**K5.** Know why careful and smart wrapping skills assist in managing call load/pressure.
		K6. State why it is important to do multitasking while relaying the information swiftly to the customer, compiling complaint, receiving/input data

Title D: Exercise professional ethics / code of conduct:

Objective: This module aims to educate the trainee about a CCA's responsibility, authority, good practices at workplace, and use of confidential information.

Competency Unit	Performance Criteria	Knowledge and Understanding
D1. Adhere to the job description with responsibility while reporting violations.	**P1**. Perform as per job description. **P2.** Justify his/her role while being considerate of his/her responsibility. **P3.** Exercise the right of authority within due limits. **P4.** Report possible violations	**K1**. Understand the job description of a call center agent **K2.** Know the importance of sense of responsibility. **K3.** Be aware of the authority a CCA exercises while performing job as a mediatory between a customer and an organization. **K4.** Understand why it is important to report violations of policies, procedure or ethical value on priority.
D2. Exhibit good practices and understand misuse of work hours / company property	**P1**. Utilize work hours wisely while avoiding personal engagements / activities. **P2.** Ensure use of company equipment strictly for official purposes.	**K1.** Learn not to engage in personal activities during work hours that interfere with or prevent from fulfilling job responsibilities. **K2.** Understand not to use company computers and equipment for unofficial purposes or for illegal or unethical

	P3. Take ownership of the company assets and understand the boundaries of work against financial gain/bribery from a particular individual. **P4.** Adapt polite/humble behaviour and avoid personal conflict.	activities. **K3.** Focus on ethical boundaries (taking ownership) against personal/financial gain/bribery/ misuse of company property or information. **K4.** Spell out dignified and respectful practices at work. **K5.** Understand how polite and humble attitude helps in dealing with callers /customers/ co-workers/ and avoid personal, organisational conflict
D3. Protect and prevent the misuse of confidential information	**P1**. Maintain confidentiality of the customers/ colleagues. **P2.** Implement the code of conduct for confidential information. **P3.** Identify misuse of confidential information	**K1**. Define confidentiality. **K2**. Understand the importance of ensuring confidentiality **K3.** Know how to ensure confidentiality of the information about customers, clients, and employees (information generated and gathered is an asset of the company, and should be protected regardless of its form or format). **K4.** Understand in detail about misuse of confidential information and consequences.

Title E: Practice communication and soft skills :

Overview: - This module aims to educate the trainee about the importance and use of effective communication skills.

Competency Unit	Performance Criteria	Knowledge and Understanding
E1. Use effective communication skills	**P1**. Communicate effectively. **P2.** Interact with other team members for constant improvement. **P3.** Listen to the customer concerns actively and extract the required information	**K1**. Define the term communication and its types. **K2**. Establish the importance of communication **K3**. Know important vocabulary related to call center operations
E2. Learn Components of Communication.	**P1**. Utilize the three components of communication. **P2.** Use formal/ informal communication as required	**K1.** Describe the three components of communication namely; Verbal/ Para-verbal / Nonverbal. **K2.** Have detailed understanding of formal and informal communication.

E3. Value 7C's of Communication	P1. Use correct grammar	K1. Know the basics of grammar that are essential for telephone communication
	P2. Be concise and know how to summarize a long conversation/message	K2. Learn limited /basic (call center specific) correct grammar tenses that are commonly misused
	P3. Communicate with clarity in both written and verbal form	K3. Know how a long conversation or message is summarized and made concise
	P4. Speak and leave complete messages	K4. Practice conversations with colleagues, while speaking with clarity and using easily understandable words
	P5. Avoid incomplete messages and use complete messages to ensure clear understanding	K5. Understand the disadvantage of an incomplete message
	P6. Use concrete and clear sentences and avoid ambiguous/vague sentences	K6. Comprehend the importance of being clear / firm and concrete in communication and why it is important to use 7C's of communication
	P7. Apply courteous approach in verbal/non-verbal / written communication	K7. Practice courteous tone and gestures with colleagues, and learn to analyse the impact of such attitude in a positive or negative situation

Title F: Memorise and present product/ training

Overview: This module aims to educate the trainee about the importance of keeping abreast with product knowledge/updates, assisting new recruits, objection and irate customer handling

Competency Unit	Performance Criteria	Knowledge and Understanding
F1. Understand the need of training	**P1**. Make and manage product list for ready reference during customer interaction. **P2.** Present company products to the customer and provide technical support. **P3.** Utilize self-management skills.	**K1**. Define the importance of keeping abreast with product upgrades / updates. **K2.** Know different techniques of presenting the product and providing technical support. **K3.** Describe self-management skills.
F2. Train and assist new recruit.	**P1**. Orientate and welcome new recruits. **P2.** Introduce the policies and procedures of the company to the new team members **P3.**Provide technical/product training	**K1.** Know how an orientation session is conducted for new staff/recruit. **K2.** Share company policies and procedures of a call center with new team members **K3.** Observe how a technically sound agent can assist new colleague about products

F3. Apply relevant rebuttals to handle objection and irate customer.	P1. Overcome objections raised by the customer. P2. Tackle irate customer/caller while delivering appropriate rebuttals. P3. Conduct role plays highlighting objection handling and irate customer/caller with colleagues.	K1. Understand how a call center agent may overcome objections faced during live inter 2action with a customer/caller. K2. Know the ways through a which an irate customer / caller can be handled.

Title G: Apply health and safety measures at work

Objective: This module ensures that the trainee is able to maintain a safe and healthy environment and is capable of combating risks and hazards at the work place. It also discusses personal hygiene and health checkup

Competency Unit	Performance Criteria	Knowledge and Understanding
G1. Identify health and safety hazards and carry out risk assessment.	**P1**. Identify a safe and healthy environment. **P2.** Manage a safe and healthy surrounding. **P3.** Assess possible risks/ hazards at the work place. **P4.** Take safety measure to avoid a risk/hazard by carrying out a risk assessment.	**K1.** Understand what a safe and healthy environment is. **K2.** Know how you can create a safe and healthy environment and how it can be maintained. **K3.** Recognize the possible risks and hazards at work place. **K4.** Comprehend safety measures against the risks/ hazards. **K5.** Explain the procedure of carrying out a risk assessment
G2. Learn to use safety equipment.	**P1**. Identify the types of safety equipment present at workplace. **P2.** Use the right type of equipment as per the situation.	**K1.** List down safety equipment **K2.** Know when and how to use the safety equipment for e.g. fire-fighting and the evacuation drill.

G3. Understand and perform first aid.	**P1**. Use the first aid kit equipment.	**K1.** Define the term first aid. **K2.** Know the importance of first aid. **K3.** Recognise the first aid kit equipment
G4. Ensure Personal hygiene and health checkup.	**P1**. Maintain personal hygiene. **P2.** Review and perform quarterly health check-up. **P3.** Promote and adopt healthy activities. **P4.** Promote and adopt equipment hygiene	**K1.** Know the importance of personal hygiene and oral health. **K2.** Understand the importance of quarterly medical check-up programme. **K3.** Relate to why health and fitness activities assist in work and life balance. **K4.** Understand the importance of system hygiene

Tools and equipment:

Documents, policies and guidelines (Class size: 20 trainees/trainees)

20 copies per class	Text books for this course
20 copies per class	Organisational procedures for dealing with problems relating to call center operations
20 copies per class	Organisational guidelines for responding to and reporting complaints/
1 class set	Organisational policy and procedures for performing day to day task
5 copies per class	Directories of existing businesses
1 completed class copy as example 20 blank copies	Examples of business plans
1 completed class copy as example 20 blank copies	Examples of financial plans
1 class set	Advertising materials for potential business premises
1 class set	Copies of job advertisements
1 class set	Information on sources of finance
1 completed class copy as example 20 blank copies	Business planner templates
1 completed class copy as example 20 blank copies	Start-up-costs estimator
Contact details for colleagues, supervisor	

Tools and Equipment:

(Class size: 20 trainees)

1 set	**Fire equipment, including the provision of fire exits, fire doors, fire extinguishers, alarm systems, emergency lighting, fire safety and exit signs**
1 set	**Computer, Scanner, Printer, Multimedia Projector, Microphone, Speakers**
1 set	**Software** • **Dialler** • **Skype** (current version) • **Team Viewer** (current version) • **Adobe Reader** (current version) • **Microsoft Office** (current version) • **Mozilla Fire fox** (current version) • **Google Chrome** (current version) • **IDM** (current version)

List of consumables:

Sr. No.	Name of Item/ Equipment / Tools
1.	Notebooks / Writing Pads
2.	CD / DVD
3.	CD/DVD Writer
4.	Photocopy Paper
5.	White Board
6.	White Board Markers
7.	Plastic file
8.	Paper markers (red 10 and blue/black 20)
9.	Flip chart paper
10.	Meta Cards (Red 200, White or Blue 800)
11.	Pin board pin
12.	Paper knife
13.	Ball pen
14.	Pencil (please sharpen)
15.	Eraser
16.	Glue stick
17.	Paper clip
18.	Stapler + Stapler pin
19.	Scissors
20.	Punching machine