|  |  |  |  |
| --- | --- | --- | --- |
| Title | **Execute the role of a Call Center Agent** | | |
| Level | **3** | **Credits** | **29** |

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

|  |  |
| --- | --- |
| Classification ISCED | 0611 Computer use |

|  |  |
| --- | --- |
| Available grade | Competent / Not yet competent |

|  |  |
| --- | --- |
| Modification history | N/A |

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

|  |  |  |
| --- | --- | --- |
| **C2**. Begin Answering calls / customer queries. | **P1**. Use a standard greeting  **P2**. Smile and speak with clarity.  **P3**. Sound active and confident.  **P4**. Ensure application of telephone professionalism and etiquettes.  **P5**. Give caller undivided attention to make them feel important.  **P6.** Empathize and sympathize with the customers/callers with complaints.  **P7.** Obtain information from the customer/caller with due diligence. | **K1**. Understand what a standard greeting is.  **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  **K3**. Understand telephone etiquettes  **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 |

|  |  |  |
| --- | --- | --- |
| **C3**. Mange to work well under pressure | **P1**. Manage increased call load and work under pressure during the shift, esp. peak hours.  **P2.** Maintain focus and enthusiasm while relaying the same information over and over again.  **P3.** Measure and observe occupancy levels.  **P4.** Utilize smart call wrapping skills under call load/pressure.  **P5.** Multitask and respond swiftly in relaying the information, compiling complaint content while receiving input data from the customer | **K1**. Understand increased call load and to work well under work pressure and respond efficiently while maintaining the call flow and average talk time.  **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.  **K3**. Explain occupancy levels and how a CCA can measure it. (Occupancy is a measure of how hard the agent is working).  **K4.** Understand the standard calculation for occupancy levels:  Occupancy Percentage =  Total Talk Time + Total After-Call Work Time ÷ Total Sign-on Time.  **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 |