|  |  |
| --- | --- |
| 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 |