



Overview

A call center is a centralized department that handles incoming and outgoing customer communications, primarily by phone, but often including email, chat, and other digital channels. Call centers serve as a primary point of contact for customers, providing support, resolving issues, answering questions, and sometimes making sales.

A call center agent is a professional responsible for handling customer interactions on behalf of a company. Their primary role is to communicate with customers over the phone, but they may also interact via email, chat, or other digital channels. Call center agents are trained to assist customers with inquiries, resolve issues, handle complaints, and provide information, all while maintaining positive and professional behavior.

Working at a call center requires discipline, knowledge, and diversity of skills, such as communications skills, dealing with different types of customers, and etiquette. As a customer service representative (CSR), call center agents will encounter customer complaints as well as questions about the services and products your company offers.

Objectives

The main objectives of the "Call Center Professional Agent" course are to equip participants with the essential skills, knowledge, and professionalism needed to provide exceptional customer service in a call center environment. The course focuses on enhancing communication abilities, problem-solving skills, and customer-handling techniques, enabling agents to effectively manage customer interactions, resolve issues, and maintain a positive experience for callers. By mastering these skills, participants will contribute to improved customer satisfaction, loyalty, and the overall success of the call center. In addition, this course will entitle the participants to:

- Understand the fundamentals of customer service in a call center setting.
- Develop active listening and effective communication skills.
- Manage customer expectations and handle complaints professionally.
- Enhance time management and multitasking skills.
- Apply best practices for call handling and resolution.
- Utilize stress management techniques to maintain high performance.
- Foster customer loyalty through positive interactions.
- Improve different types of skills required to be a professional agent.
- Acquire the required knowledge to deal with different types of customers.
- Required etiquette to deal with live chatting and emails.



Course Outlines

Module 1: Introduction to Call Center Operations

- Overview of the Call Center Industry
- Roles and Responsibilities of a Call Center Agent
- Key Performance Indicators (KPIs) in Call Centers
- Understanding the Call Center Environment
- Teams and the Teamwork
- The Agent and the QA Team

Module 2: Communication Skills

- Active Listening Techniques
- Effective Questioning Methods
- Voice Modulation and Clarity
- Handling Difficult Conversations with Professionalism
- Empathy in Customer Service
- Skills for Live Chatting

Module 3: Call Handling Process

- Steps of a Successful Call (Opening, Problem-Solving, Closing)
- Techniques for Managing Call Flow
- Best Practices for End-of-Call Processes
- Encouraging Customer Feedback
- Tools for Recording and Tracking Customer Queries
- Common Call Scenarios and Best Responses
- Learning from Performance Metrics and Customer Feedback
- Role-Playing and Call Simulations

Module 4: Customer Service Excellence

- The Importance of Customer Service
- Understanding Customer Needs and Expectations
- Techniques for Exceeding Customer Expectations
- Customer-Centric Language and Building Rapport

Module 5: Handling Complaints and Difficult Customers

- Types of Challenging Call Scenarios
- Conflict Resolution and De-escalation Techniques
- Techniques for Managing On-the-Job Stress
- Turning Complaints into Opportunities for Satisfaction



Online Certification Exam

To be “Certified Professional Call Center Agent (CPCCA)” a participant must pass the online exam and score 65% or above. The exam is available for course participants and for other clients who seek a CPCCA certificate.

The CPCCA certification exam is an open book type and lasts for two hours (90 minutes) and will be conducted ONLINE. The exam consists of 40 multiple choice questions, each question with four choices, and you have to choose the best answer that fits the question.

After conducting and concluding the training course, all participants will get a completion e-certificate issued by Jordan Academy for Quality Management (JAQM) and internationally accredited by the International Accreditation Organization (IAO) located in the USA.

In addition, participants who pass the certification exam and score 65% or above will get the “Certified Professional Call Center Agent (CPCCA)” e-certificate issued from JAQM and internationally accredited by IAO. Participants who fail the exam can sit for a new exam at fees of JD45.

JAQM deals with all examinees equally with no bias. Exam results are checked multiple times by different persons and scored very accurately, therefore, JAQM doesn't provide answers to the certification exams, and doesn't accept requests to review the exam results.

Before the Exam

- Choose a quiet area of your home or office to take the exam.
- Do not go to public places, such as coffee shops, restaurants, or libraries.
- Manage your place to avoid loud noises, such as television, radio, family, music, or visitors.
- Access the online exam system 15 minutes before the scheduled time.
- Make sure that your computer is plugged into a power source for the duration of the exam.
- Make sure that you have stable and continuous Internet connectivity.

During the Exam

- You should use a PC or laptop with a webcam and microphone, not using a mobile. Mobiles should be switched off all the exam duration.



- You must place yourself within the webcam view, if you move out of the webcam view, then your exam session will be canceled.
- You have to use a standalone scientific calculator.
- Get ready to remain in the webcam view for the duration of the exam.
- You must share your screen (Desktop) to be viewed by the exam observer.
- Access to the internet is denied.
- Exam activities will be recorded at the JAQM side for evaluation purposes. JAQM will evaluate the exam process and examinee behavior.
- Screen recording by participants using any third-party application is not allowed. Participants who are caught recording the screen will be subject to any legal action, in addition to leaving the exam session.
- No one else can be in the room where you sit for the exam.
- At the end of the exam, you have to move all your answers to an official answers sheet that will be sent to you from JAQM.

Benefits of Being CPCCA

- **For Individuals:**

- *Enhanced Career Opportunities:* Certification can open doors to advanced roles, including team lead or supervisor positions, by demonstrating a solid foundation in call center skills.
- *Improved Communication Skills:* Training in effective communication, active listening, and conflict resolution improves interpersonal skills, benefiting both professional and personal interactions.
- *Greater Job Satisfaction:* With skills to handle challenging calls and manage stress, certified agents feel more confident and in control, leading to a more fulfilling job experience.
- *Increased Earning Potential:* Many companies recognize the value of certification with higher starting salaries or promotional opportunities for certified professionals.
- *Professional Recognition:* Certification showcases a commitment to the profession, giving individuals a sense of accomplishment and industry recognition.

- **For Organizations:**

- *Enhanced Customer Satisfaction:* Certified agents are better equipped to provide exceptional service, improving customer satisfaction and loyalty.



- *Improved Call Quality and Efficiency.* Certified agents are trained in best practices, which helps reduce call times, improve first-call resolution rates, and increase overall efficiency.
- *Reduced Employee Turnover.* Certification instills confidence and reduces burnout, leading to increased employee retention and a more stable workforce.
- *Competitive Advantage.* Organizations with certified professional agents demonstrate a commitment to quality, which can differentiate them in competitive markets.
- *Increased Productivity and Profitability.* With better-trained professional agents, organizations see improvements in productivity, leading to cost savings and higher profitability.

Course Duration

“Professional Call Center Agent: Skills for Success” training course will be held for 15 training hours over 5 training days for the public. This course can be customized based on certain needs for a certain organization and delivered as in-house training.

Course Fees

The usual course fees are JD300, and the exam fees are JD65. The exam is not mandatory, but optional for those who prefer to be certified. JAQM supports the individuals and the organizations who invest in their people, therefore JAQM offers the following discounts only for *online registration*:

- Individuals (who register on their own to invest in themselves) will get a discount of 30% on the course fees. Accordingly, the total fees will only be JD210 excluding the certification exam.
- Organizations who have two delegates or more will get a discount of 15% on the course fees. Accordingly, the total fees will only be JD255 per participant excluding the certification exam.
- Course fees for organizations who have only one delegate are JD300 per participant regardless of whether it is online live or in-class face-to-face excluding the certification exam.

Total fees will include:

- *Completion* e-certificate issued by JAQM and internationally accredited by the International Accreditation Organization (IAO) located in USA will be presented to all participants who attend at least 90% of the course time.



- If a participant's attendance is less than 90% of the course time, he/she will get an "Attendance Certificate" showing only the number of attended training hours.
- Participants who pass the certification exam and score 65% or more will get the global credentials "Certified Professional Call Center Agent (CPCCA)" e-certificate issued by JAQM and internationally accredited by the International Accreditation Organization (IAO) located in the USA.
- Free access to the recordings of all sessions valid until the exam date.
- Training material in pdf format.
- Handouts and instructor's notes.
- Coffee break.

Payment Methods

To make it easy to settle the course fees, JAQM offers different alternatives for fees payment as follows:

- Transfer or cash deposit to JAQM's bank.
- CliQ: Alias name: JAQM
- ZainCash Wallet
- Orange Money Wallet
- Western Union transfer

Please choose in the registration form the method that is best for you so we can send you the details based on your choice.

Training Material

Once a participant has confirmed his/her registration, he/she will receive the training material in pdf format. We strongly recommend all participants print the material in hardcopy and use it during the training sessions to follow with the instructor and be able to take notes on each topic and on each chapter.

Date and Time

- Date: 1 – 15/12/2024 (Su & Tu)
- Time: 6:00 – 9:00 PM Jordan time
- Venue: in-class or online live and interactive through zoom platform.



Training Approach

- This course will be presented through the two training approaches, in-class (face-to-face), and online live and interactive using zoom platform.
- Simple English for data show
- Simple English for material and handouts
- Simple English/Arabic for delivery and discussion
- Role model, workshops, and group activities
- Throughout the training sessions, there will be related video clips, pictures, case studies, different workshops and group activities.

Registration Process

To enroll in this course, please click the following link and fill out all the fields in the registration form:

<https://forms.gle/f3b41OUWxwDpgWAn6>

Once you submit the application form, you will receive a notice that your application is received and recorded. Registration is confirmed only after fees are settled as per your payment method.

For organizations' delegates, HR or training department can send an email to confirm the registration for their delegates including their names, emails, and mobiles.

For further information or details, please email JAQM at training@jaqm.net, or call +962 6 516 0157, Mobile and WhatsApp: +962 7 7744 1808

JAQM has the right to delay, cancel, or update the course date without any legal or illegal responsibility due to the date change.