

Comdex[®]

Call Center

Training Course Kit

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Preface

The Call Center industry is a sunrise industry. A major attribute of a sunrise industry is that it generates certain kinds of professions that are novel, not seen before. Such new professions throw up new kinds of career options, opening new avenues for young aspirants to move ahead in life. Because such professions are new, many potential talents misjudge a promising career simply on the basis of rumors or hearsay. The result of this lack of clear information about a promising career option is that the youngster diverts his energy to activities that are either less gainful than what he could make possible with the new industry or to activities that give no gains at all. This Training Kit has two aims. One, to provide a job-hunter the information about a career in the Call Center industry. Two, to provide both the macro and the micro scenarios of the organization and operation of a call center to anybody, including the career aspirant, to create awareness about this new-age industry.

This Training Kit gives a comprehensive picture of the call center industry, covering all aspects of a state-of-the-art call center that include the computer and telecommunications equipment used, the recruitment of a call center executive and his training process, and the usual daily operations that a new recruit is supposed to carry out. The Kit has two parts—the book and the accompanying CD. The book part is organized by Sessions. The learning modules of the Kit are time-bound—each topic is followed by an *Exercise*, asking you to answer certain questions within a given time. In the sessions the concepts and explanations of special importance are given in between text as *Notes*.

Two main skills are essential to becoming a successful call center executive: one is the skill to operate the computer and telecom gadgets, and the other is the Soft Skill—the communication skill required to work as a customer care executive over the telephone. On the gadget front, this Training Kit gives you a lucid account of the instruments and their operations: the computers, the Windows operating system, MS Word, MS Excel, the Internet, the Outlook Express, and the WWW. Each of these topics has been discussed in-depth to give you a proper grounding in using them, and the practical step-by-step guidelines with illustrated examples. A full session covers the “V3, Inc. CallCenter” software that is used in call centers—its screens, windows, menus, special options, hot keys and much more. On the marketing front, you get a detailed guidance on how you'd need to carry out the daily work in a call center, how you handle the calls, what would you do if you receive a complaint from a caller, and much more. One must have a good communication skill to succeed in a call center career and this Training Kit guides you in developing your communication skill through incisive discussions on a broad spectrum of personal attributes and social factors. All sides of communication are explained in a clear language—how to speak, how to listen, how to ask questions, how to reply to a question, etc. Every career has its attendant occupational stress and call center is no exception. In fact, call center is an industry where people always have their hands full with work, so the importance of stress factor cannot be ignored. This Kit explains clearly what stress is and shows you the ways to managing and overcoming it.

Continuing with communication, one more skill you would need to have for a bright career in call centers: skill in speaking, writing and comprehending the American kind of English language. The reason is that currently most of the call center transactions take place with the American people. This Training Kit

provides a wide-ranging list of American words, their usage, and their difference with the British kind (the one with which you are probably already familiar) in the E-Sessions on the CD. This e-Book part on American language is so all-encompassing that one might well call it a complete “training module” in that subject. Also, The E-Book makes it sure that you are adequately informed about the country USA: its geography, history, government, industries, economy, people, society, culture, customs, festivals etc. This will help you understand the Americans better and interact with them over the phone.

Recruitment process is one thing you need to know about if you are going to apply for recruitment in a call center. This Training Kit gives a detailed account of the recruitment process in call centers and what the requirements are—the basic qualifications, the interviews, the communication skills required, etc. The Training Kit also gives you a detailed account of the post-recruitment training process that you are supposed to get through for the actual posting.

The other half of the CD contains six exciting sessions of interactive accent training. The accent you must develop for a call center career is called “neutral accent” which is slightly different from the American accent. Each Accent Training session deals with a certain aspect of neutral accent or American accent if required. The voice on CD is your accent teacher—listen what he teaches, pause or repeat to your liking, speak in the microphone and record your accent, and then compare the sound wave amplitudes of your voice with those of your teacher’s voice. The comparison will readily show you where you are doing well and where you are going wrong. This is a very exciting part of the Kit and we are proud of having been able to present it along with the book.

Those who would take up the call center career now must be called the forerunners on a new career path: the career of this millennium. But only calling them forerunners is not enough; they must be given a proper exposure and clear information about the call center industry, and the guidance that they will certainly need. This Training Kit is a modest attempt in that direction.

May, 2003

Vikas Gupta

Thank You Guys...

Thanks are due to several individuals who have contributed immensely to the making of this compilation. Names of all of them cannot be cited for reasons of brevity. However, we cite here names of the most prominent contributors. Jasjeet Grover has lent his voice for the Accent Training sessions on CD; N.S.R. Phaneendra has helped very much in developing the content; Amit Mukhopadhyay has developed a major part of the book and edited it throughout; Anil Kumar has compiled the CD content; and the most exciting part of the Kit—the Accent Training software on the CD—was developed by the programmers of the Dreamtech Software Inc., namely, Devinder Singh and Ankur Verma.

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