



Workshop on Call Centre Management & Customer Service

February 10 – 14, 2025, 1st Run: Lagos & Abuja
August 4 – 8, 2025, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N300, 000 per Participant

For online: Delivery via Zoom

Online course fee: N250, 000 per Participant

Available for In-plant Training

**700 U\$D for foreign
Participants**

Program overview:

A productive, professional Call Centre is the heart of any operation and business. Call Centre employees who know how to handle the great variety of situations that present themselves with skill and professionalism will be an asset to the organization. Call Centre training will allow the employee to enter their work area with confidence that they are equipped to provide exceptional customer service, answer questions, deal with difficult or angry customers and communicate effectively. This comprehensive training course is designed to equip participants with the essential skills and knowledge required for effective call center management and exceptional customer service delivery. Participants will gain insights into the key principles, strategies, and best practices essential for optimizing call center operations and fostering positive customer interactions.

For whom:

This course is designed for Call Center Managers and Supervisors, Customer Service Team Leaders and Team Managers, Quality Assurance Analysts, Call Center Agents, Operations Managers, Training and Development Specialists, Customer Experience Managers, IT and Technology Support Teams, and Anyone New to Call Centre Management or Customer Service Roles will benefit from this course.

Learning objectives:

At the end of the program, participants will be able to:

- define customer service and break it down to its most basic dimensions;
- explain the critical link between 'attitude' and 'technique' in order to consistently deliver an excellent level of service;
- use a variety of tools such as 'gap analysis' and 'RATER' to provide a level of service that is second to none;
- analyze basic behavioral patterns of different customer personalities and the best way to deal with them;
- practice effective communication skills with customers;
- explain the importance of superior customer service in any situation and in any environment;
- demonstrate exceptional performance during their duties that customers will remember the encounter positively;
- apply the proper behavior and communication skills in the most appropriate way regardless of the difficulties; and
- apply practical methods to turn upset customers around, win their thanks and gain their respect.

Course Outline

Day 1: Understanding Call Centre Operations

- Introduction to Call Centers
- Definition and role of call centers
- Types of call centers (inbound, outbound, blended)

Call Center Structure and Functions

- Key departments and their responsibilities (e.g., operations, customer service, QA)
- Organizational hierarchy and team roles

Technology in Call Centers

- Overview of call center technology (IVR, ACD, CRM systems)
- Role of technology in enhancing customer service

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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Day 2: Call Handling Techniques

- Effective communication skills
- Active listening and questioning techniques

Handling Difficult Customers

- Strategies for de-escalation and conflict resolution
- Empathy and emotional intelligence in customer interactions

Workshop/Role-play Exercise

- Practice scenarios for call handling and customer interaction

Day 3: Customer Service Excellence and Management

- Customer Service Excellence
- Understanding customer expectations and needs
- Delivering personalized customer service

Building Rapport and Trust

- Techniques for building rapport with customers
- Creating a positive customer experience

Performance Management in Call Centers

- Key performance indicators (KPIs) for call centers
- Monitoring and evaluating agent performance

Day 4: Quality Assurance

- Implementing QA processes and standards
- Feedback and coaching for improvement

Team Management and Leadership

- Motivating and inspiring call center teams
- Leadership skills for effective management

Stress Management and Well-being

- Coping strategies for stress in a call center environment
- Promoting a healthy work-life balance

Day 5: Continuous Improvement

- Strategies for continuous learning and development
- Implementing feedback loops for process improvement
- Technology and Tools for Customer Service

Overview of advanced call center software and tools

- Leveraging technology for efficiency and customer satisfaction
- Case Studies and Best Practices
- Real-life examples of successful call center management and customer service strategies

Training Methodology: Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: N300, 000
In-plant Fee Negotiable

WORKSHOP FEE:

N300, 000 per participant, VAT –N22, 500

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

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