

Certified Call Centre Associate (CCCA)™

Course Outline & Module Information



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What Modules are covered?

Module 1 – Call Center Training

- 1) Verbal communication techniques
- 2) Who are your customers?
- 3) Listening skills
- 4) Asking the right questions and saying no
- 5) Taking messages and using voice mail effectively
- 6) Vocal exercises
- 7) Cold and warm calls, including developing a script
- 8) Going above and beyond and high impact moments
- 9) Handling objections and closing the sale
- 10) Negotiation techniques
- 11) Tips for challenging callers
- 12) Phone tag and getting the call back
- 13) Stress busting
- 14) Call center trends

Module 2 – Customer Service Training

- 1) What is customer service? Who are your customers?
- 2) Meeting expectations
- 3) Setting goals
- 4) Communication skills and telephone techniques
- 5) Dealing with difficult customers and people
- 6) Dealing with challenges assertively
- 7) Dealing with stress
- 8) The first critical element: A customer service focus
- 9) The second critical element: Defined in your organization
- 10) The third critical element: Given life by employees
- 11) The fourth critical element: Be a problem solver
- 12) The fifth critical element: Measure it
- 13) The sixth critical element: Reinforce it
- 14) Demonstrate a customer service approach
- 15) Understand how your own behavior affects the behavior of others
- 16) Demonstrate confidence and skill as a problem solver
- 17) Apply techniques to deal with difficult customers
- 18) Make a choice to provide customer service

What will you learn from the E-Course?

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- 21) Dealing with stress
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- 27) The sixth critical element: Reinforce it
- 28) The nuances of body language and verbal skills.
- 29) Aspects of verbal communication such as tone, cadence, and pitch.
- 30) Questioning and listening skills.
- 31) Ways of delivering bad news and saying no.
- 32) Effective ways to negotiate.

- 33) The importance of creating and delivering meaningful messages.
- 34) Tools to facilitate communication.
- 35) The value of personalizing interactions and developing relationships.
- 36) Vocal techniques that enhance speech and communication ability.
- 37) Techniques for managing stress.

