

CCSI Contact Centre Professional Skills Syllabus

Professional industry qualifications

The contact centre syllabus has been developed by CCSI in response to the industry need to achieve a much higher standard of Contact Centre staff training. The driving forces have been the need to reduce attrition, to improve individual motivation and commitment, and to enhance overall operational performance.

The syllabus has been developed in partnership with the UK awarding body for London Chamber of Commerce and Industry (LCCI) International Qualifications, who are responsible for the accreditation and validation of all our examinations. Successful participants achieve full industry recognised professional qualifications.

Each course is made up of modules which can also be delivered as stand-alone units for organisations that do not wish to pursue accredited qualifications for their staff.

All the training programs are developed by professionals who have worked in call/contact centres. They all understand the pressures and operations of a call/contact centre. The training integrates call/contact centre concepts/theories and fully relates to the needs of the participants' positions and development.

The courses are all designed with a focus on the application of knowledge and skills into call/contact environment. Exercises and activities such as role-plays, quizzes, workplace reflection exercises, group discussions, etc. are incorporated within the classroom for participants to reinforce and practice new techniques and concepts. All the courses are designed with a written assessment to enable the trainer to ascertain participants' ability to implement new skills and concepts. Some of the courses include a practical assessment/coaching session after the course providing participants direct feedback on the implementation of the new skills into the workplace.

Putting your Contact Centre employees on the road to success through industry recognised professional qualifications

<p>CCSI</p> <p>12/F Cameron Commercial Centre 458-468 Hennessy Road Causeway Bay Hong Kong</p> <p>Mobile: +852 6335 5844 Phone: +852 8203 9313 Fax: + 852 2838 6482 E-mail: info@ccs-int.com Web: www.ccs-int.com</p>



<p>CCSI Pte Ltd.</p> <p>207A Thomson Road Goldhill Centre Singapore 307640</p> <p>Mobile: +65 9661 2164 E-mail: info@ccs-int.com Web: www.ccs-int.com</p>

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The suite of training is developed based on a set of specific call/contact centre competencies. Based on the competency approach, the assessment objectives of all CCSI's courses are measurable, for example:

- Demonstrate the use of voice techniques in enhancing their communication with customers
- Explain agents' role in the contact centres
- Distinguish the difference between benefits and features
- Use acknowledging and empathy in their communication with customers

The competency approach enables us to measure behavioural change in the workplace, thereby showing organisations the tangible return on investment.



Employee Satisfaction means Customer Satisfaction

The Benefits

The benefit to your customer when they talk to a qualified professional advisor is obvious. Being treated well and getting the right information or advice quickly inspires customer confidence. Loyalty comes from customers who feel they are being treated properly.

But improving customer relations is only one of the benefits of having well-trained staff.

One of the most frustrating aspects of contact centre staffing is the very high rate of staff attrition, which increases costs as well undermines optimal performance.

CCSI qualifications develop committed professionals who feel they are stakeholders – people who want to be part of the company's future. Recruitment costs are reduced and your contact centre becomes a company asset rather than just a cost of doing business.

Your contact centre not only becomes more effective; you develop another channel through which you can build the careers and contributions of the best people in your organisation.

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USP's

- Tried & Tested skills
- Localisation
- Customisation of material
- On the job verification
- Transfer of skills back into the work place
- Global certification
- On going review of material by a panel of industry professionals

Benefits

The associated benefits for the company and service professionals

Company

A competency-based approach to human resource development, which allows the company:

- to add value to the business through increased return on investment via;
 - Decreased staff churn through improved selection and training methods
 - Consistent approach to training
 - In-built training evaluation process
- to develop transferable skills within a company across to meet different work requirements and to lower training costs to motivate staff
- to encourage and enhance the opportunity for on-the-job evaluation and development

Service Professionals

A competency-based approach allows Service Professionals:

- to have recognised and transportable skills, both across industry and globally
- to have the capability to pursue a structured career path and gain qualifications along the way
- to be motivated and empowered through the achievement of recognised qualifications
- to be able to gain skills and knowledge in the industry and stand a better chance of being recruited and promoted

The training has been endorsed by:

- CCNG Australia
- The CCA - Call Centre Association of Hong Kong as well as
- The Contact Federation of the Philippines

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Accreditation

Testimony to the success of CCSI Training is that every individual course leads towards a London Chamber of Commerce and Industry (LCCI) International Qualification. Over 5 million LCCI International Qualifications are awarded every year through 5,000 centres in over 100 countries - leading to worldwide recognition as a global source for vocational, business related qualifications.

London Chamber of Commerce and Industry International Qualifications stretch back over 100 years - but are constantly being developed, revised and updated to bring you relevant commercial qualifications which reflect advances in today's business environment.

As a Registered Centre for LCCI International Qualifications, CCSI's training courses:

- are based on recognised call/contact centre best practice and are consistent with both industry and national standards
- are able to offer clear vertical and horizontal progression routes to higher education, employment and professional status through a coherent range of qualifications
- provide parity of esteem with other vocational qualifications
- are subject to ongoing, independent quality assurance which ensures that their relevance and standards remain at the highest levels.



Testimonials

"I've never seen the Team Leaders so motivated and actually using their training on the job."
~ **Ms Nicola Crawley, Call Centre Manager, Prometric Thomson Learning. UK**

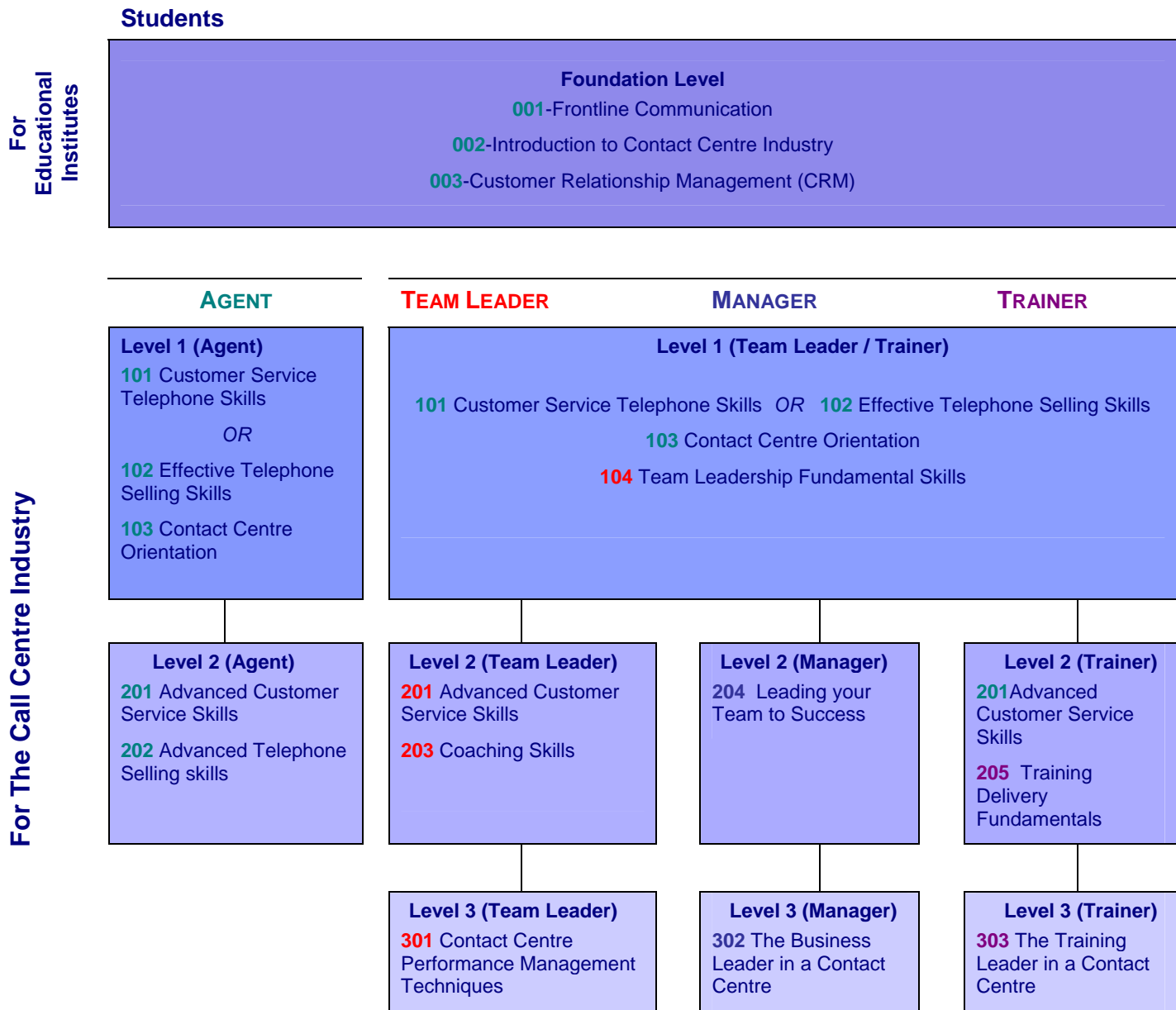
"The Effective Selling Techniques is a splendid course for frontline staff especially for those who need telephone selling technique. It demonstrates a practical skill on how to sell effectively over the phone. Participants will definitely benefit from the course." ~ **Ms Claudia Chan, Assistant Manager of Special Marketing, New York Life Insurance Worldwide Ltd. Hong Kong**

" I would like to congratulate you and your staff on the high quality of your past, current and continued work in regard to the structured training and competency development in the Call Centre and or Customer Contact Management area" ~ **Mr Rod Dillon, Managing Director CCNG. Australia**

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Contact Centre Syllabus



Timings required per certificate

		FOUNDATION LEVEL	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 3
			AGENT; TEAM LEADER	AGENT; TEAM LEADER; SUPERVISOR; TRAINER	TEAM LEADER; SUPERVISOR; TRAINER	MANAGER
Hours	<i>Total</i>	7 hours	21 hours	21 hours	35 hours	70 hours
	Classroom	6 hours	14 hours	14 hours	21 hours	49 hours
	Assessment	1 hours	7 hours	7 hours	14 hours	21 hours
	On-the-job		1 month	1 month	1 month	1 month

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CCSI Management Team

CCSI's team is made up of individuals all with hands-on proven experience of the contact centre industry around the world including India, Japan, Hong Kong, Singapore, Australia Thailand, Malaysia, China, The Philippines, Europe, and The States.

CCSI believe that the detailed knowledge gained and lessons learned through this experience are essential to providing the practicable and realistic solutions for clients that are the basis of our success. CCSI's philosophy on the ground is to take those lessons learned globally and localise them with a local team to help the knowledge transfer and seamless transition to the local client.

Here is a selection of some of the key players

Claudia Schlesinger

Claudia Schlesinger is a dedicated Contact Centre professional who has over 15 years experience in the industry. She found her niche in HRM and Training Development having worked her way through operations and implementation roles. She has worked across a large number of vertical industry sectors - From finance to insurance, hospitality to consumer products, telecommunications- both mobile & fixed line, technology and government. One of her biggest implementation was a methodology of 'one face to the customer' across 12 sites in four continents for a large blue chip client.

Claudia has worked in the Europe, the States and many countries in Asia Pacific implementing Call Centre Operations set up, HR strategy and training for various blue chip clients. She understands that with the many cultural differences within Asia the main synergy is communication. One of the most important things she achieved was the transfer of knowledge and skills so that the local workforce understood how to bring value to the industry. Coupled with processes and technology, Claudia firmly believes that people can drive the development of the Industry. She is an advocate of structured training and heightening the profile of the industry and has worked tirelessly with the London Chamber of Commerce and Industry (LCCI) in the UK to produce the first globally accredited suite of training programmes for the industry.

Claudia has a BA degree and is a member of the Chartered Institute of Personnel Development. Claudia is a Master Coach with the Coaching Resource Centre and also an executive board member, and Chair for the Industry Awards for the Call Centre Association of Hong Kong and a global advisor for GreaterChinaCRM Portal.

Associate Trainers

Raju Sajnani

Over the past 10 years, Raju designs, develops and delivers customised training solutions for the enhancement of skills in the area of customer service, sales and sales management, marketing, supervisory, management and personal skill development. He delivers quality solutions and is a friendly approachable trainer who has a high degree of interaction with his participants and creates a fun atmosphere in the classroom which makes for a better learning environment.

Raju was educated partly in Hong Kong and went back to India to obtain his Indian School Certificate. He then went on to obtain a degree in hotel management to pursue a career in the Hospitality Industry.

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Andrew Sidwell

Andrew is an experienced training and development consultant with a number of years of experience in a broad range of business environments, including Contact Centres, retail and business-to-business markets. In his work in the Contact Centres industry, Andrew used his strong background in customer service to work closely with operations teams to design call flows and scripts; and to define call monitoring and coaching processes to improve customers' experiences as well as operation efficiency.

Andrew's strength lies in providing practical, down-to-earth training for Contact Centre staff both in training development and as a trainer. He is an intuitive, friendly trainer with a dynamic style.

Lawrence Liu

Lawrence possesses a wealth of experience in the banking and insurance industries. Prior to joining Intelligence Consultants Ltd as a senior consultant where he oversees the China insurance market in research and strategic development, he had held various management positions for over 15 years in Standard Chartered Bank and AXA China Region Insurance Co Ltd in a number of areas, including sales & marketing, advertising & promotion, customer services and training, and China market development.

Lawrence was the Assistant Director of the AXA-Fudan University Insurance Research and Training Centre for the period from 1996 to 2001 and an Assistant Director of The China Financial Education Development Foundation for the period from 1997 to 2000.

He has a bachelor degree in business administration from Simon Fraser University (Canada).

Lawrence has a friendly approach to participants and to his training, which makes them relax and open to a learning environment. He uses examples and experiences that participants can easily relate to and are able to practice immediately. Skills need to be practiced and Lawrence helps the process by giving immediate encouragement and feedback to help make the transition smoother. Lawrence can deliver training in Chinese (Mandarin and Cantonese) and English.

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Approved Partners



Hong Kong



Singapore



The Philippines



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