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Course Description/Class Syllabus

Call Center/Telephone Service: Customer Support Certificate Program

Instructor: Frank Silva, fsilva@pccsonline.org

OVERVIEW:

This class consists of 32 hours of instruction. Classes are held virtually via ZOOM. Class schedules are available on the Pacific Coast Community Services website and subject to change based on student availability and course scheduling for each cohort.

This course prepares students to interact effectively with customers and colleagues (both internal and external) in various customer support environments, providing accurate information, resolving inquiries, and delivering exceptional service. Students learn to manage general complaints, and gain communication skills that focus on sales, negotiations, customer service, and other business-related topics. The course content was developed to industry standards to establish a foundation to secure employment.

The class is designed to enhance skills that are relevant to the industry including the types of technology commonly used in today's call center operations. A general overview of basic laws, rules, regulations, and privacy/confidentiality practices are discussed to increase awareness and understanding of the principles utilized to protect customer and company sensitive information and data.

The minimum requirements to participate are a high school diploma or equivalent level of work experience; basic computer skills; reliable internet access; and ability to attend the class virtually.

INDUSTRY RELATED JOB TITLES:

- **Customer Service Representatives**
 - Interact with customers to provide information in response to inquiries about products and services.
 - Handle and resolve complaints.

- **Contact Agents and Information Specialists**
 - Answer questions and provide information to the public, customers, visitors, and others regarding activities conducted at an establishment.
 - Coordinate business schedules and maintain appointment calendars for home-based, remote or in-person call centers.

- **Utility/Trade and Police/Fire/Ambulance (Emergency) Dispatchers**
 - Operate radio, telephone, or computer equipment at emergency response and dispatch centers.
 - Receive reports from the public of crimes, disturbances, fires, medical or police emergencies.
 - Receive reports from utility or trade companies for services/repairs.
 - Relay information to law enforcement, emergency response personnel, or tradespeople.
 - May be required to maintain contact with the caller until responders arrive.

- **Customer Support Specialists**
 - Interact with customers by phone, live chat and email via mobile devices.
 - Provide assistance, troubleshoot issues, and resolve inquiries across various platforms.

VIRTUAL COURSE TAUGHT ONLINE: Customer Service/Center

Week 1

Session 1: Overview of Course Content and Introductions/Personal Goals

- Call Center/Customer Support Industry, Working Environments/Cultures, and Job Opportunities
- Soft/Interpersonal Skills, Effective Communication, and Voice Inflection and Attitude
- Knowledge of Industry Hardware, Software, and Workstations
- Industry Protocols and Procedures

Session 2: Hardware, Software, and Introduction to Soft Skills for Call Center/Customer Support Communication

- Hardware: Phone Systems, Computer Use, Headset, and Appropriate Workstations
- Software: Customer Relations Management Systems, Predictive Dialers, and Internal Information Systems
- Emails: Composition of and Protocols for Effective Email Communications
- Tools and Software Relevant to Customer Support Services like Zendesk, Freshdesk and Live Chat Systems
- Introduction to Soft Skills: Empathy, Voice, Tone, and Volume; and Why Customers Are Frustrated or Angry
- Self-Care: Proper Workstation Setup, Ergonomics, and Tips to Be Happy, Healthy, and Productive

Week 2

Session 3: Soft Skills, Dealing with Difficult Customers, Conflict Resolution Skills, and Customer Service

- “De-Escalation and Lowering the Temperature” of the Call
- Using Volume, Pauses, and Having Empathy for the Customer’s Situation
- Customer Interaction and Developing a Winning Phone Voice and Style
- Customer Service Strategies
- Role Playing and Group Review/Discussion

Session 4: Call Center/Customer Support Service Communication

- Having a Confident, Clear, Compassionate, Calm Voice (The 4 Cs)
- Good Sales Strategies to Create a Great Customer Service Experience
- Active Listening Skills
- Customer Service Questioning Strategies
- Showing Empathy for the Customer’s Situation
- Role Playing and Group Review/Discussion

Week 3

Session 5: DiSC Assessment

- Information and Details of DiSC Assessment
- Take the DiSC Assessment
- Understanding My DiSC Profile and Characteristics
- Role Play and Reflect on How DiSC Profiles Work Together
- Applying Different Communication Styles to Call Center and Customer Support Interactions Through Phone, Email, and Live Chat Channels

Session 6: Identify Strengths, Growth Areas, and Creating a Growth Plan

- DiSC and Professional Conduct in the Workplace
- Strategies Reflecting on Growing Professionally
- Being Professional: Attire and Conduct
- Making Areas of Growth into Strengths
- Effectively Communicating with Co-Workers and Supervisors
- Role Play and Discussions

Week 4

Session 7: Review and Practice Call Center/Customer Support Skills

- Empathy and Active Listening
- Multitasking/Prioritize Tasking
- Highly Effective Habits
- Help Desk vs Service Desk and Making Tickets
- Documenting Calls and Customer Needs and Interactions
- Role Play and Discussions

Session 8: Next Steps, Individual Student Conferences, and Soft Skills Super Bowl

- Soft Skills Super Bowl: Role Play and Feedback from Peers/Instructor
- Next Steps After Class with PCCS
- Student/Instructor Exit Conference
- Closing, Questions, Provide Resources to Students for Future Use
- Present Call Center/Customer Support Services Certificates via Email to Students

Course Provided By:

Pacific Coast Community Services

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