

NC 684: TELEPHONE SKILLS FOR THE WORKPLACE

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Total Contact Hours:	24
Lecture Hours :	24
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	48
Strongly Recommended:	Intermediate to advanced English language skills.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

This course introduces learners to the basics of call center etiquette and effective communication. Students will learn how to conduct themselves professionally in a call center work setting and develop skills necessary to hold successful phone conversations with a diverse customer base. Open entry/exit. 24 lecture hours.

Course Objectives

- Develop appropriate communication skills for the call center workplace.
- Develop soft skills necessary to succeed in this position, including appropriate attributes and traits specifically designed to please the customer, proper people skills (such as behavioral and interpersonal), and communication skills (including linguistic and reception).
- Develop hard skills necessary to succeed, such as cognitive and technical, and aptitudes for literacy and numeracy.
- Develop necessary sales skills and distinguish between out-bound and in-bound call skills.
- Develop appropriate attitudes when servicing customers.
- Identify and recognize miscommunications with customers.
- Learn appropriate language for admitting mistakes, giving instructions, and asking follow-up questions in a polite manner over the phone.
- Understand the needs and expectations of customers and the dynamics of interpersonal encounters.
- Demonstrate improved communication skills with customers.

Major Course Content

1. Definition of and introduction to call center and skills for various types of call centers
 - a. In-bound
 - b. Out-bound
 - c. Both
2. Introduction to customer service

- a. Definition
 - b. Good vs. poor
 - c. Types of service
 - d. Customer needs
 - e. Clear and consistent communication
3. Introduction to telephone skills
 - a. The act of listening
 - b. Telephone etiquette
 - c. Telephone anxiety
 - d. Opening and closing a call
 - e. Call monitoring
 - f. The aesthetics of spoken language
 - g. Spoken communication
 4. Introduction to hard and soft skills
 - a. Hard skills
 - i. Cognitive - i.e. technical skills, knowledge, and aptitudes
 - b. Soft skills
 - i. Behavioral / interpersonal - i.e. communication, language, and people skills
 - ii. Affective - i.e. traits and attributes
 5. Introduction to sales skills
 - a. Out-bound calls to potential or existing customers
 - b. In-bound: cross-selling and up-selling
 6. Development of appropriate attitude with all customers
 7. Introduction to communication skills: verbal and non-verbal, including tone of voice, body language, word choice, etc.
 8. Introduction to effective de-escalation of high-emotion customer interactions, i.e. using appropriate language for admitting mistakes, calming strategies, affirmation and awareness.

Suggested Reading Other Than Required Textbook

- Call Centre Essential Skills and Training Manual by Literacy Link Eastern Ontario (LLEO) and Quinte Adult Day School (QADS): http://en.copian.ca/library/learning/lleo/call_centre/call_centre_learner/call_centre_learner.pdf - Other supplemental materials provided and/or created by the instructor

Examples of Required Writing Assignments

Write a list of some interview questions that you might be asked if you were going to work in a call center.

Examples of Outside Assignments

Roleplays of appropriate interaction with customers in different situations.

Instruction Type(s)

Lecture, Online Education Lecture