



Course: Customer Care Executive (Telecom Service Provider)

<b>QP Reference ID</b>	TEL/N0100, TEL/N0101, TEL/N0102, TEL/N0103, TEL/N0104	
<b>Name of Training Provider</b>	Aegis Knowledge Trust	
<b>Total Duration of Training</b>	<b>In Days</b>	<b>30</b>
	<b>In Hours</b>	<b>140</b>
<b>Training Proportion</b>	<b>Theory (%)</b>	<b>30</b>
	<b>Practical (%)</b>	<b>70</b>

Session Name / Subject/Topic	Session Learning Objectives	Methodology
Ice Breaker/Meeting People	Socialization of the participants with each other and faculty, & setting the tone for expectations from the participants	
Significance of Help Desk	Why is Customer service essential for Telecom Operators? Role of help desk in providing service Importance of the Individual in Providing service company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data	Setting expectations by Inducing Role - clarity & the larger picture of the task in hand
Telecom Industry overview	Evolution of Telecom in India, various technologies (CDMA, GSM) Regulatory set up (Role of TRAI, DOT), Current telecom scenario, Company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data	Group Discussion & Power point Presentation
CRM Overview	Concepts of AHT & ACHT and its significance on overall business profitability	Power point Presentation
Knowledge on Intranet tools & Telephony Applications	Understand Diff. Terminologies being used CRM, SR, TT, Wrap, SLA, Installation, De/Activation, Adjustment, bill Cycle, tariff Plan, OGBR, etc	Power point Presentation
The Importance of the role Of CCE	Why factors like professionalism & courtesy matter in their daily routine; punctuality, discipline, daily attendance & why code of ethics matters	Power point Presentation
Learning Principle	Punctuality and Ethics: the importance of respect for self & the customers, Punctuality, Code of Conduct, Company ethics	Power point Presentation
Segmentation Of Customers	Why segmentation? Customer classification (Pre/post; Platinum, Gold, Silver, Bronze ; Corporates)	

Common Terms In Telecom & Contact centre	Commonly used terms ( Activation, Hotline, Barring, Suspension, Reactivation, SIM Change, Mobile No , Churn, Deactivation), AHT& ACHT and its Relevance	
Product Offerings in Telecom	Categories of service (Pre-Paid, Post-paid, Tariffs, Promotions, VAS)	
Work place Ergonomics	Knowledge of unreasonable hours of calling. The need for taking breaks & adequate pauses	Power point Presentation
Basic working Knowledge of Computers	Develop basic computers skills, Introduction & Familiarization with commonly used terminology in computers	Power point Presentation
Knowledge of handling calls	How to receive and make calls, including answering the call within the specified number of rings, call forwarded, call hold and call transfer	Power point Presentation
Database fetching	Knowledge on how access the database during the call within specified time limit	Power point Presentation
CRM Understanding	Understanding the CRM to be able SWAP quickly amongst applications for Quick call wrap up	Group Discussion & Power point Presentation
Customer Service Department in a Telecom	Department structure (Call Centre-Inbound/Shops/Back-office/Outbound) Activities/responsibilities of Customer Service team Service/outsourcing partner's role	
Reading skills	Comprehend about the organizations products and services Reading material on Telecom for comprehension keep abreast of latest information of telecom industry	Comprehension of the passage & reading
Writing Skills	Knowledge of keeping calls details & the correct customer discussions in CRM	Typing information while listening to the calls
	Understanding Clarity & Conciseness of Writing, Formulation of sentences correctly	Exercises on Sentence formation, grammar
	Record precise and clear information for Quality analysis of call	Exercise