



Contact Center – Customer Service Representative Certification Program

Unit Descriptions

Unit I - Week 1

Unit One introduces you to Microsoft Word and Microsoft One Note. The ability to use these core programs is an essential skill for anyone working in an office environment where there is a need to document interactions with customers as well as collaborate with others on the team. By mastering the basic of Word you can work more efficiently and effectively. And, being able to use the programs introduced in this Unit is a job skill that can be applied to a wide variety of positions.

Module 1: Performing Basic Tasks in Word 2013

Microsoft Word 2013, the latest offering of Microsoft's popular word-processing software, offers a variety of features that enable you to create well organized, visually appealing, and professional documents. This course introduces and demonstrates commonly used Word tasks, such as creating documents, entering and editing text, cutting, copying, and pasting, and saving and printing documents. This course will help prepare learners for the Microsoft Certification Exam 77-418: Word 2013 which certifies individuals as Microsoft Office Specialist (MOS): Word 2013

Module 2: Sharing and Collaboration in Word 2013

Word 2013 enables you to share and collaborate on documents in a variety of ways. To protect a document you can mark it as final, making it read only, you can add a password to the document, and you can edit who changes the document, and what changes they can make. This course explores these concepts along with restoring draft versions of documents and sharing documents via e-mail or SkyDrive. It also examines working with PDF documents in Word and working with blogs. This course will help prepare learners for the Microsoft Certification Exam 77-418: Word 2013 which certifies individuals as Microsoft Office Specialist (MOS): Word 2013.

Module 3: Getting Started with Microsoft OneNote 2013

Microsoft OneNote 2013 is note-taking software you can use to create, organize, search, and share notes, for personal and business purposes. This course describes how to create a notebook, how to



add pages and sections to it, and how to search, tag, and save notebook content. It also describes how to add notebook content, including text, pictures, links, screen clips, drawings, attachments, printouts of files, and audio and video recordings. This course is one of a series in the SkillSoft learning path that covers OneNote 2013

Unit II - Week 2

Unit Two focuses on the specific role and responsibilities of a Customer Service Representative. CSRs play a key role in businesses of all types and there are common characteristics that are shared across all Customer Service Representative positions. By understanding the essentials of the CSR job and the nature of the Support Center Environment, you are preparing yourself to take on a position in a wide variety of industries.

Module 1: The Customer Service Representative (CSR)

It costs a business much more to acquire a new customer than it does to retain an existing one. So it makes sense that a business must do everything it can to support and satisfy existing customers. Handling complaints effectively and efficiently can result in increased customer loyalty. Today's Customer Service Representatives (CSR) and support centers have a vital role to play in ensuring customers' needs are addressed in an effective, efficient manner. This course will familiarize the individual with the basic role of the CSR and the environment in which he performs his duties, including:

- typical roles of the CSR in a support environment,
- basic tasks accomplished by the CSR,
- the support center and customer's role in a support environment,
- how the support center has evolved, and
- company and support center best practices.

This course helps to prepare learners to work in a customer support center or help desk environment.

Unit III: Week 3

Unit Three explores some specific skill sets that all CSRs need to master. While every CSR position serves different types of customers, there are some common processes and procedures that are the foundation of every effective CSR and customer service operation. This Unit also introduces you to some of the most common challenges that are encountered by CSRs and provides you with some core strategies to help manage a variety of situations.



Module 1: Customer Service Processes and Procedures

Failing to realize the importance of customer service and effective complaints handling leads to increasingly dissatisfied customers.

Organizations need to be able to address the needs of customers in an effective and efficient manner.

This course is intended to show the proper procedures and processes needed to provide effective customer service:

- how to properly support a customer,
- how to provide accurate documentation, and
- how to handle difficult customers.

This course helps to prepare learners to work in a customer support center or help desk environment.

Unit IV: Week 4

Effective customer service is first and foremost about communication so Unit Four explores a number of different dimensions of communication. And as most customer service today also occurs over the phone, this Unit also introduces the basics of successful phone-based customer service. By mastering these skills you can be in a position to communicate more effectively with customers, build positive relationships with customers, and help your company meet its customer service goals.

Module 1: Customer Service over the Phone

Can you hear a smile over the phone? When you're providing customer service over the phone – without the benefits of face-to-face interaction with your customer – it can be challenging to establish the right relationship for excellent service. Just like for face-to-face customer service, there are many techniques for service over the phone that can help you to consistently deliver the best customer service. This course covers the basic rules for answering a customer call including greeting the customer and offering your assistance. It includes information on how to make a good impression by listening and using questions to probe for more information, using your tone, and being able to empathize and be sincere with the customer. This course also describes ways of reflecting or adapting to your customer's style. In the end, customer service should focus on how to better serve and benefit the customer. Materials designed to support blended learning activities aligned with this course are available from the Resources Page.



Module 2: Communicating Effectively with Customers

Effective communication is essential to the success of any customer-oriented business. Each customer will have their own style of communication as well as an emotional response to contacting a support center. In order to communicate effectively, the customer service representative (CSR) must understand how to adapt to these different styles and emotions before the customer's problems can be dealt with. This course explains how to adapt to the different communication types and identify the common emotions that customers experience when contacting the support center. It also explains how to adapt your writing skills to communicate through e-mail and to document incidents

Module 3: Interacting with Customers

Failing to realize the importance of customer service and effective communication can lead to increasingly dissatisfied customers. This course provides valuable advice on how to improve your interactions with customers, including how to overcome barriers to communication as well as how to speak effectively, use vocal cues, and listen actively and use paraphrasing to convey your understanding of the customer's needs.

Module 4: Polishing Your Skills for Excellent Customer Service

As a customer service representative (CSR), creating a support culture that focuses on your customers' needs is key. In this course, you'll learn how to project an excellent service attitude that will enhance your interaction with your customers. You'll also explore how to establish effective customer relationships and involve customers in problem solving. In addition, you'll discover methods to communicate effectively in a cross-cultural customer support center or help desk environment.

Module 5: Rapport Building in Customer Service

Good customer service and strong customer relationships begin with building rapport. Building rapport requires knowing your customers, understanding their situations, and providing an empathetic ear for them to voice their concerns. In this course, you'll learn how to build rapport with customers by paying close attention to their needs, connecting with them, and being positive. You'll also learn how to empathize with customers by relating your own experiences, reflecting their emotions back to them, and normalizing their difficulties.

Unit V - Week 5

Unit Five address key personal challenges that CSRs will confront in their work environment – various types of conflict with co-workers, the stress associated with dealing with challenging situations on a daily basis, and basic time management. By developing specific strategies to



manage your time and deal with workplace situations, you can reduce your stress level and improve your job effectiveness. This Unit also focuses on how to deal with customers who can be difficult and can add to your stress level. By understanding how to manage challenging customers and when to seek help from others, you can contribute to improved customer satisfaction for your company.

Module 1: Conflict, Stress, and Time Management

Each customer wants her problem to be the most important problem to the Customer Service Representative (CSR). For the CSR, adapting to each customer's communication style, understanding each customer's emotional response, and solving each customer's problem can be an enormously stressful and time-consuming process. This course is intended to show the proper methods needed to resolve conflicts, manage time, and manage stress. It also highlights the importance of a positive approach and attitude in bringing customer interactions to a satisfactory conclusion. This course helps to prepare learners to work in a customer support center or help desk environment.

Module 2: Dealing with Irrational Customers and Escalating Complaints

Dissatisfied customers can become irrational, irate and even abusive towards Customer Service Representatives. Organizations need to be able to address the needs of such customers in a professional, positive manner, and have processes in place so that Customer Service Representatives know how and when to escalate such a call. This course describes how to properly support an irrational customer, handle emotional and rambling customers, and how and when to escalate customer complaints. This course helps to prepare learners to work in a customer support center or help desk environment.

Unit VI - Week 6

In Unit Six, the final module of the course focuses on the environment in which you will work as a CSR. As a CSR you have responsibilities to your customers in terms of understanding their service agreements and behaving ethically in your customer interactions, and you need to understand the best ways to work effectively with those around you. You will also reflect on your own experiences as a customer and then consider how you will be able to apply your experiences to be successful in the role of a Customer Service Representative.

Module 1: Support Center Services and Work Environment

The keys to success are creating a support culture that focuses on your customers' needs and building up your support team's skills and knowledge to provide that support.

This course is intended to introduce the learner to the basic levels of service commitments, ethics, and attitude expected of customer service representatives. Best practices, personal accountability, enhancing the image of the organization, and the work environment are covered. This course helps to prepare learners to work in a customer support center or help desk environment.

