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# Call Centre Training Manual

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iNVATERRA

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## Section I – Introduction

INVATERRA's Call Centre Training Academy (CCTA) addresses the pressing need of providing employment opportunities for the call center industry. INVATERRA's CCTA offers classes on call center training programs and caters to aspiring call center agents; mainly fresh graduates and career shifters. We plan to expand our horizon by giving customized training programs and consultancy services to private companies across different industries and universities in the near future.

Our training institution will hold training for agents in order for them to be recruited. This will prove beneficial to graduates of CCTA for employment purposes, enabling them to gain priority and access in the hiring and recruitment process for contact centers during the course of their training or upon graduation.

### General Information About iNVATERRA

Field Name	Description
Company Name	iNVATERRA
Address	iNVATERRA III Lincoln Center 5430 LBJ Freeway, Suite 1200 Dallas, Texas 75240  <b>Global Delivery Center (Karachi)</b> Tariq Center, Suite 207 Main Tariq Road, Karachi Pakistan
Telephone Number	+ 1-214.206.1107 + 92-21-432-7467
Fax Numbers	+ 1-214.614.4800 + 92-21-432-7469
E-mail	<a href="mailto:khurram.farooquie@invaterra.com">khurram.farooquie@invaterra.com</a>
Status of the firm	Private Limited
U.R.L	<a href="http://www.invaterra.com">www.invaterra.com</a>
National Tax Number	29006990

## Section II – Training Program

iNVATERRA already has proven expertise in providing IT training. Call centre training is a natural extension of its existing business since it already serviced the existing call centres through software solutions and consulting. We plan to grow the new business through a combination of company owned and franchisee training centres. iNVATERRA's Call Centre Training programs will be held at:

Suite # 207, Tariq Centre,  
Plot 1-C, Commercial Area,  
Main Tariq Road, Karachi, Pakistan

**Timings: 9 A.M. to 9 P.M.**

Our Training Program covers the following modules:

- **Customer Service Training**
  - Basic
  - Advanced
- **Telesales Training**
  - Inbound Calls
  - Outbound Calls
- **English Accent Training**
  - US Accent Training
  - UK Accent Training

## Section III – Customer Service Training [Basic]

The basic communication skills training program will be delivered in conjunction with the customer service tips and tools to improve customer service in all areas.

The customer service tips presented in this module will also demonstrate the problems that can arise from poor communication and the skills and solutions that can help. The course will also present tips for better verbal communication with customers; namely tone, pitch, diction, clarity and word choice. The details of the basic program are:

- Communication
  - Methods of communication
    - Verbal
    - Written
  
- Types of Communication
  - Intrapersonal communication
  - Interpersonal communication
  - Small group communication
  - Public communication
  - Intercultural communication
  - Ethical communication
  
- The skills of communication
  
- Expressive skills
- Listening skills
- Listening skills in more detail
- 6 Cs of communication
- Active listening
  - Why Active listening is important?
  - What happens if we are not listening actively
- Four C's for Taking Good Care of Your Customers
- Conclusion
- 'On call' ethics

## Section IV – Customer Service Training [Advanced]

The advanced Customer service training course utilizes a variety of teaching methods like short lectures and informal exercises/activities to develop excellent customer service skills. Trainees will receive a workbook as a summary of the training course which they can use for future reference. Below is an outline of the course content:

- Identifying customers and their expectations
- Positive steps to excellent customer service
- Making a difference
- The importance of communication in the service delivery process
- Barriers to communication
- Projecting a professional first impression
- Making the most of your voice
- Building rapport
- Telephone etiquettes
- Active listening and questioning skills
- Tips for effective call handling
- Handling complaints and difficult customers
- Closing customer interactions positively
- Personal action planning

## Section V – Telesales Training

Most sale agents lose opportunity by having poor telephone manners and communication skills. INVATERRA's comprehensive telephone skills training course will serve as a solid foundation for call centre sales agents and ensure they handle themselves professionally and confidently to make the most of every opportunity.

The course is an amalgam of the following:

- Effectively Handling Inbound Sales Calls
- Outbound Sales Calls

### Inbound Sales Program

This module will teach sales people the following skills and competencies:

- **Opening the Call**  
Sales agents will interactively teach the required manner for answering calls and ensure that the caller remains confident and that their concerns will be handled in a professional and caring manner.
- **Appropriate Enquiring**  
Without gathering appropriate information, errors in understanding can occur. This session will equip salespeople with the following skills: questioning; open and closed probes, and the understanding of when they are most apt to progress a conversation.
- **Active Listening**  
Even over a telephone line it quickly becomes apparent when a salesperson is paying 'lip-service' to the interaction, rather than actively listening. Telesales people will be shown how to maintain full awareness of the gist of a conversation. Genuine Listening skills will allow the sales trainees to remain in control of the call.
- **Handling Objections**  
When a salesperson demonstrates a feature, talks about a benefit or uses a sales closing technique, their customer may well respond in the negative sense, giving excuses or otherwise responding negatively. The response to this is to handle these objections. There are several methods for handling objections, the most suitable method of which is determined by the nature of your business, the type of customer you are speaking to, and the stage of the sales process.

- **Acknowledging**  
Salespeople will be taught to understand the difference between acceptance and acknowledgement of a caller's concerns. Specific skills are inculcated into the training to address this necessary aspect of a call.
- **Communicating**  
Without doubt, the most problematic cause of misunderstandings is a lack of awareness of other people's concerns. To avoid negative outcomes, certain basic rules need to be applied. These can only be maintained if the salesperson is both aware of, and uses, the skills required. Our training program is deigned to do just that

### Outbound Sales Program

Our Training program works best for the outbound sales trainees because it follows a natural call flow and offers the best skills for every step of a sales call, whether it is catching the caller's interest quickly, handling upfront, reflexive objections or closing for the sale confidently.

INVATERRA's outbound sales program will equip the trainees with the skills as stated below:

- **Script development:** The script or no-script issue and solutions
- Getting the message across in the first 15 seconds
- **Asking proactive questions:** Being effective on a cold call
- Dealing with rejection and objections
- Cold calling
- **The numbers game:** Making the target calls efficiently
- The new face of corporate telemarketing
- Outbound closing techniques



## Section V – US Accent Training

Everyone speaks English with an accent of sorts, but many times it is desirable to reduce the strength of that accent in favour of a “standard” or target pronunciation. English speakers with foreign/local language influence often are unable to create the standard phonemes (sounds) of English or speak with English-standard stress, intonation or rhythm. This is because those sounds, stresses and intonation patterns may differ in their native language, leading to a “strong” accent, or an accent heavily affected by the first language.

iNVA TERRA ‘s English Accent training , sometimes called Accent Reduction or Accent Neutralization , is the process of reducing the affect of regional or first-language influence on the pronunciation of English. Training will involve three steps:

- Recognition
- Reproduction
- Repetition

Out US Accent Training will help build this recognition. Once a trainee is able to recognize the different sounds, stress & intonation patterns and rhythms of English, he or she will be able to move to the next step, reproduction. Learners must be trained to move the muscles in their face and mouth in a different manner in order to reproduce the new sounds. Finally, learners will only retain the new patterns through large amounts of repetition, training themselves (and their mouths!)

Our American Accent Training course includes:

- Rhythm and stress patterns
- Using intonation for attitude and emotion
- Pausing and breathing
- Relationship between spelling and pronunciation
- Accent familiarization and extended listening practice
- Telephone training

## Section VI – British Accent Training

British Accent Training from iNVATERRA will help the trainees to minimize the influence of their first language while maximizing their communication with customers through a neutral accent. Through British Accent Training course, we can also facilitate British Accent training solutions for different organization's offshore operations.

A British Accent Training course includes:

- Rhythm and stress patterns
- Using intonation for attitude and emotion
- Pausing and breathing
- Relationship between spelling and pronunciation
- Accent familiarization and extended listening practice
- Telephone training

## Section VII – Call Centre Projects



## Section V – Annexure

### Annex A – Representative Resumes

## Annex A – Representative Resumes

### *Aon Ashraf Rana, Vice president – Sales and Marketing*

Mr. Aon Rana is an expert Strategic Planner, having successfully designed and implemented numerous training and development programs for Vodafone, O2, Npower, British Gas, Caudwell, Wall Street journal, Scottish power and many more. In addition to that he is also an Alumni of University of Nottingham, Leeds Business School and National University of Singapore.

He has extensive experience in designing and delivering business plans, unique marketing and planning strategies for blue chips. Represented Pakistan at various conferences, tradeshows and seminars held in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.

### Projects Undertaken

#### VODAFONE

##### Sr. Sales Consultant

- Prepare, Implement, and Monitor comprehensive Training plan for Vodafone Tele-Sales and Tele-Marketing Campaign
- Provide training and assess the level of understanding of the agents and leads
- Analyze and evaluate the training programs.



#### CAUDWELL COMMUNICATIONS TION

##### Sales Campaign

- Design and deliver comprehensive training over sales tactics, accent, tools and Stress control and client handling



The Caudwell Group

#### BRITISH GAS

##### Sales Specialist

- Provide training on how to create interest among blue- chip brands across the UK for outsource business solutions. It was developed through initial contact, market research, advertising and presentations to prospective clients and was also responsible for contract closures.



- Trained on how to maintain healthy relationship with existing clients, design and plan research projects and media correspondences. lead several teams of business development executives who were responsible for creating client interest and market research.

## O2 – THE UK'S LEADING PROVIDER OF MOBILE PHONES & BROADBAND

### International Trainer

Designed comprehensive training plan to handle customers of different nature. This training was designed to provide in-depth understanding of customer service and customer relationship management.



### Accomplishments

- Successfully provided training to the Agents, Leads and project manager of the following
  - Accident Claims Group- operating on no win no fee bases, targeting consumers.
  - Scottish Power- Gas suppliers throughout UK
  - 4 U Business- Mobile phone solutions
  - One Tel- Leading fixed line communications
  - Caudwell Communications- Fixed line communications for small and medium enterprises
  - O2- Mobile phone service provider to consumers and businesses
  - Vodafone- Mobile phone service provider for corporations and plc
  - Wall Street Journal- Europe's leading financial newspaper
- Run Campaigns for (Voice) clients based in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.
- Scrutinize agent call & rectifying their gape.
- Created interest among blue- chip brands across the UK for outsource business solutions.
- Maintained healthy relationship clients, design and plan research projects and media correspondences.
- Lead several teams of business development executives who were responsible for creating client interest and market research.
- Provide freelance consultancy to different local and international clients.
- Evaluated performance of the agents on daily, Weekly and monthly basis.
- Maintaining quality control of the Sales according to the Quality parameters
- Manage all the local and international inbound & outbound projects along with the Operations of sales & marketing.
- Creation of consumer database, integrated with complaint card mechanism.
- Member of HR hiring and procurement committee
- Work closely with Secretary IT and Minister IT, Government of Pakistan.
- Identify and ensure the development of appropriate marketing collateral, such as brochures, both electronic and paper based, advertisements, both on the web and in other channels, and other similar material.

## Academic Qualifications

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- **BSc (Economics)**- *University of Nottingham. UK*

*Muhammad Hadi Naeem, Sr. Consultant – Sales and Marketing*

Mr. Hadi has vast experience in heading Call Centres and training agents for different campaigns. Hadi started his career as a Sales Specialist, followed by some hands on experience as a telesales agent. He functioned as a telemarketing for quite sometime and later was promoted as Head of Call Centre. Hadi headed Call Centres like The Kommunikation Hub, GDM and as a Phone supervisor for banks like Habib Bank and Bank Alfalah.

### Projects Undertaken

#### THE COMMUNICATION HUB

Head of Call Center

- Headed operations and call center activities, including process outsourcing, training and running Business (Campaigns).
- Train the agent for Credit Cards and Debt card campaign.



#### GLOBAL DATA MANAGEMENT

Head of Call Center

- Provided training and ran Campaigns for Medicare Advantage Plan, Quality Health Plans.
- Monitor and Control operations of the Call center including hiring, training, Quality Assurance, assessments and reporting.



#### BANK ALFALAH LIMITED

Sales Specialist

- Trained agents on phone banking including customer support, product information, credit cards/debit cards activation, blocking and answering product related queries and promotions.





- Supervised agent to check their performance and take corrective actions.
- Training not only included product information but also call handling and developing communication skills.

#### HABIB BANK LIMITED

##### Sales Specialist – Shift control

- Train agent on working in shift and dealing with client.
- Provide comprehensive training on phone banking
- Supervising Shift of Phone banking officers to make sure that they are performing their duties with quality and utmost priority.
- Prepared Training Manual for HBL Phone Banking and CS Unit and also designed process flows and SOPs for the department.



#### Accomplishments

- Trained, interviewed and recruited new agents. Train new-bies to work with IP hand sets and head sets and how to deal with customers in difficult situations.
- Has worked as a senior telemarketing Trainer for CIT One International one of the leading telecommunication firm of USA.
- Train the new comers and develop their skills for marketing (outbound) and customer services (Inbound) calls for Uffaq technologies.
- Lead several teams of business development executives.
- Free lance consultant for designing marketing strategies for effective sales and also media management to different firms.

#### Academic Qualifications

- **B.com** - University of Karachi. UK

*Nasir Hassan Khan, Consultant*

Mr. Nasir is one of our most dynamic and enthusiastic resources, he is an expert outbound and inbound call center agent coupled with high understanding of Software Development & IT Consultancy.

Mr. Nasir Possesses more than 3 years of working experience in different banks, local and international Call centers and different technology solutions.

**Projects Undertaken**

**OUT SOURCE R Us (PVT) LTD**

Advisory Consultant

- In-house trainer for Financial Officers
- Business Communication with Foreign (US) Customers on Phone
- Recovery of Medical & Credit Card Bills



**SOVEREIGN SOCIETY**

In-house Trainer

- Out bound call center trainer for Sales Campaigns
- Managed all aspects of client campaigns including target selection, response tracking, and ROI reporting
- Monitored Agent KPI's closely and held coaching sessions for various campaigns



**VODA PHONE**

Outsourced Trainer

- Requirement gathering and analysis of client scenario
- Provide training to employees to get them acquainted with the current techniques
- Development of a marketing information system to support marketing efforts of the client



### Accomplishments

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- Successful completion of Project for Bearing Point Management consultancy for Planning and delivering outsourcing solutions to different clients
- Run Campaigns for (Voice) Financial recovery for clients based in US, UK and Canada.
- Monitor agent call & rectifying their gape.
- Provide tanning to Recover Officers.
- Provide training to inbound and outbound call center agents
- Provide freelance consultancy to different local and international clients.
- Evaluating the agents with monthly performance.
- Maintaining quality control of the Sales according to the Quality parameters
- Manage all the local and international inbound & outbound Projects along with the Operation sales & marketing.
- Collection, input and working of data to create appropriate report.
- Creation of consumer database, integrated with complaint card mechanism.

### Academic Qualifications

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- **BS (Computer Engineering)**- Sir Syed University Of Eng & Technology, Karachi, Pakistan
- **MS (Computer Science)** - PAF-Karachi Inst of Econ & Technology, Karachi, Pakistan

*Ravi Verma, Consultant*

Mr. Ravi is the most dynamic and successful call center agent for more than 5 years working experience he has strong working background with senior management. He has run successful campaigns for UK, US, Canadian and Pakistani Market.

**Projects Undertaken**

**McDONALD'S**

Manager Operations — Call Centre

- Successfully deployed McDonald's Customer Service Project with 45 seats / 17 Outlets all over Pakistan.
- Maintain the positive attitude that promotes team work within the cooperative and favorable supervision .i.e. which involves establishing and communicating department goals and results to employee, staffing the department and delegating the workload, upholding cooperative policies and daily analysis on operation reports.



**ABBORT NUTRITION PVT. LTD**

Project Manager

- Successfully deployed Abbott Nutrition Pvt. Ltd an Outbound Market awareness program on Child Nutrition Food, initially started of with 1 seat / Karachi and within 6 months time growth path given 3 seats / Nation wide.



**ALT SOURCE COMMUNICATIONS (PVT) LTD**

Project Manager

- In-house trainer for outbound calls
- Conducted Trainings for Sales Campaigns
- Representative of Customer Services programs



### Accomplishments

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- Successful completion of Project for Green Star Inbound (Customer Service) Nation Wide on family Planning.
- Run Campaigns for (Voice) Medical Transcription data entry based in US.
- Run telemarketing campaign for Amazing Herbs customer service based in US.
- Monitoring agent call & rectifying they gape.
- Evaluating the agents with monthly performance.
- Maintaining daily Sales and Sales Returns Data & Generate the reports accordingly.
- Maintaining quality control of the Sales according to the Quality parameters which can be sent across.
- Client Coordination on daily basis and contribute few analysis in pre-shift & post-shift meeting with the production team.
- Manage all the local and international inbound & outbound Projects along with the Operation sales & marketing.
- Performance analysis on daily basis of the CSR, Team Leads, Supervisor and Project Manager.
- Collection, input and working of data to create appropriate report.
- Recommendations furthermore suggestions lacking in originality of this analysis.
- Creation of consumer database, integrated with complaint card mechanism.

### Academic Qualifications

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- **B.com** - *St Patrick College, Karachi, Pakistan*

*Musa Dastgir Bhatti, Sr. Consultant*

Mr. Musa Dastgir is equipped with high Business Management, Business Development and Project Management Skills. His experience qualifies him as a strategic leader and team player. He has worked for the client base in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China. He has more than 10 years of experience in Telesales, Business Development, Business process outsourcing and accounts management.

**Projects Undertaken**

**MOBILINK INC**

Manager, Outsourced Services

- Developed new business for Mobilink Inc. 3 year nationwide project with a 250+ workforce and annual revenues of over 2M USD for on-site deployment & technical support services.



**DWP TECHNOLOGIES**

Business Development & Project Management

- Train the team of agents to on managing accounts, client relationship and client handling
- Proposed and planned solution for nationwide IT Helpdesk Support Services with a 300+ workforce and expected annual revenues of over 1.3 mil USD.



**WARID & WATEEN**

Sales Specialist

- Managed and trained team for IT Helpdesk Services nationwide with a workforce of more than 125 team members and annual revenues of over 800,000 USD.
- Provide training on how to maintain healthy relationship with existing clients
- Lead several teams of business development executives who were responsible for creating client interest and market research.



### T.R.G. (THE RESOURCE GROUP)

#### Manager Business Development

- Headed a team of 12 , working as an integral part of the Sales & Marketing group to identify gap and successfully provide training on how to close business opportunities from a worldwide clientele base.
- Liaised with senior management to capitalize on major local opportunities.
- Headed a selected team of experienced professionals to engage in a business dialogue & eventually close on synergies with Fortune 500 Companies



### MOBILELINK, COMMACK, NEW YORK

#### Manager Client Relations

- Managed a 16-person team out of a chained outlet in New York, USA to oversee electronics wholesale and retail sales on both the consumer & corporate level
- Helped shift sales team focus towards Client Retention and Corporate Sales resulting in a 30% annual decrease in corporate client attrition rate in each successive year



### Accomplishments

- Ran Campaigns for (Voice) clients based in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.
- Examine agent call & rectifying their gape.
- Successful in enlisting Mobilelink Inc. as the Master Dealer for Cingular Wireless (a subsidiary of AT&T) for Suffolk County, NY
- Train Business Development Associates and Executives at TRG.
- Assisted the VP. Sales & Marketing with both pre & post-sign up sales processes / documents
- Establishment of consumer database, integrated with complaint card mechanism.
- Provided training on handling day-to-day customer queries and complaints.

### Academic Qualifications

- **B.B.A. (Business Management & Development/Computer Information Systems) - Baruch College, New York, NY**

*ALI HAIDER, Consultant*

Mr. Ali is highly knowledgeable and a professional call center trainer and regular contributor of ideas and solutions. He is a domain expert of marketing; having grip over handling, monitoring and controlling call center operations coupled with great motivational and team building skills.

Mr. Ali's experience in training and managing call center operations is extended over 3 years.

### Projects Undertaken

#### TIME SHARE

##### Outsourced Trainer

- Provide trainings to Verification Manager in TIME SHARE Campaign (Canada & USA)
- Provide training on Generating Qualified Leads.
  - Taking Appointments with the clients.
  - Convincing them to attend face-to-face meetings and sales presentations.
  - Making Follow-ups to confirm progress and clarifying issues.
- Analyze and evaluate the training programs.

#### CALL CENTRE TECHNOLOGY (CCT)

##### Sales consultant

- Provide training to Sales Executive to run campaigns for United Kingdom
- Main training outlines are:
  - Describing the benefits of the Product (vacation Packages).
  - To understand a customer's goal and encouraging a buyer to achieve their goal at an economic cost.
  - Convincing Customers to Pay on the Phone.
  - Handling Dissatisfied Customers and Clients.





### Accomplishments

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- Certificate awarded by World Wide Fund(WWF)
- Certificate By Shalimar Hospital for contribution(Children Program)
- Develop Excellent Communication Skill in Call Center Agents.
- Provide trainings on time managements.
- Run Campaigns for (Voice) clients based in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.
- Member of HR hiring and procurement committee

### Academic Qualifications

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- **B.com** – *University of Karachi, Karachi, Pakistan*