MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Administration and Customer Service

Call Centre Management and Customer Service

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2832	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Magna Skills offers the **Call Centre Management and Customer Service** course, designed to equip professionals with the skills to efficiently manage call centre operations and deliver exceptional customer service. This course provides insights into call centre technologies, performance metrics, staff management, and customer relationship management strategies. Participants will also develop the ability to handle customer interactions professionally, resolve issues effectively, and foster lasting customer relationships.

Course Outcomes

By the end of this course, participants will:

1. **Understand Call Centre Operations:**
   - Gain knowledge of call centre technologies, workflows, and industry best practices.
   - Learn how to align operations with organizational goals.
2.

Develop Effective Management Strategies:

- Master techniques for staffing, scheduling, and performance monitoring.
- Enhance team productivity through coaching and leadership.

3. **Enhance Customer Interaction Skills:**
   - Improve communication skills for handling diverse customer needs.
   - Learn to manage difficult customers and resolve complaints effectively.
4. **Monitor and Analyze Performance Metrics:**
   - Use KPIs to assess call centre performance and implement improvements.
   - Understand customer satisfaction metrics and feedback systems.
5. **Implement Customer Relationship Management (CRM):**
   - Integrate CRM tools for managing customer information and interactions.
   - Develop strategies for fostering loyalty and repeat business.

Course Outline / Curriculum

Module 1: Introduction to Call Centre Management

- Overview of call centre roles and responsibilities.
- The evolution and importance of call centres in customer service.

Module 2: Call Centre Technologies and Tools

- Overview of call management systems and CRM platforms.
- Technologies for monitoring and enhancing call quality.

Module 3: Workforce Management and Scheduling

- Staffing and scheduling strategies for optimal performance.
- Techniques for managing workload fluctuations and peak times.

Module 4: Leadership and Team Development

- Coaching and motivating call centre teams.
- Handling team challenges and fostering a positive work environment.

Module 5: Effective Customer Communication

- Developing listening and problem-solving skills.
- Managing customer expectations and building rapport.

Module 6: Handling Challenging Situations

- Techniques for resolving conflicts and complaints.
- Strategies for managing angry or difficult customers.

Module 7: Performance Metrics and Reporting

- Key performance indicators (KPIs) for call centres.
- Tools for tracking and improving call centre efficiency.

Module 8: Customer Satisfaction and Retention

- Understanding customer needs and delivering personalized service.
- Strategies for improving customer loyalty and retention.

Module 9: Implementing Customer Relationship Management (CRM)

- Integrating CRM tools into call centre operations.
- Best practices for maintaining accurate customer records.

Module 10: Case Studies and Real-World Applications

- Analysis of successful call centre operations.
- Practical exercises and role-plays to enhance learning.

Target Audience

Employees at any level of any organization who deal directly with customers, whether internal or external, and who want to hone their communication skills in a supportive and professional environment with the aim of maximizing customer satisfaction on the job.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexit

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Call Centre Management and Customer Service
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue /Date	
Estimated Number ofDelegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____