MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Call Center Training

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2926	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The Call Center Training course offered by Magna Skills is designed to equip participants with the essential skills and knowledge required to excel in call center environments. This course covers various aspects of call center operations, including customer service techniques, effective communication skills, problem-solving strategies, and software proficiency. Participants will learn how to handle diverse customer inquiries, resolve issues efficiently, and maintain professionalism and productivity in high-pressure situations.

Course Outcomes

1. **Customer Service Excellence:** Understand the principles of excellent customer service and develop skills to effectively engage with customers, build rapport, and address their needs professionally and courteously.
2. **Effective Communication Skills:** Learn how to communicate clearly, confidently, and empathetically with customers over the phone, mastering techniques for active listening, tone modulation, and message delivery.
3. **Product and Service Knowledge:** Acquire in-depth knowledge of the products or services offered by the organization, including features, benefits, pricing, and troubleshooting procedures, to provide accurate and helpful information to customers.
4.

Problem-Solving and Conflict Resolution: Develop strategies to identify and resolve customer issues efficiently, handle complaints and escalations effectively, and turn challenging situations into opportunities for positive outcomes.

5. **Call Center Technology Proficiency:** Familiarize yourself with the software, tools, and systems commonly used in call center environments, including customer relationship management (CRM) software, call routing systems, and knowledge bases

Course Outline / Curriculum

Module 1: Introduction to Call Center Operations

- Overview of call center functions, roles, and responsibilities
- Importance of customer service excellence in call center environments

Module 2: Customer Service Skills

- Principles of effective communication and customer engagement
- Techniques for active listening, empathy, and rapport building

Module 3: Product and Service Knowledge

- Understanding the organization's products or services
- Handling inquiries and providing accurate information to customers

Module 4: Handling Customer Inquiries

- Strategies for handling diverse customer inquiries and requests
- Troubleshooting common issues and providing solutions

Module 5: Conflict Resolution and Complaint Handling

- Identifying and de-escalating challenging situations
- Resolving customer complaints and conflicts professionally

Module 6: Time Management and Efficiency

- Prioritizing tasks and managing call volumes effectively
- Techniques for staying organized and maintaining productivity

Module 7: Call Center Technology and Tools

- Introduction to call center software and systems
- Navigating CRM software, call scripts, and knowledge bases

Module 8: Quality Assurance and Performance Metrics

- Understanding key performance indicators (KPIs) in call center environments
- Techniques for self-assessment and continuous improvement

Module 9: Stress Management and Self-Care

- Coping strategies for handling stress and pressure in the call center
- Importance of self-care and maintaining well-being

Module 10: Role-Playing and Practical Exercises

- Simulated customer interactions and scenario-based training
- Feedback and coaching for skills improvement

The Call Center Training course empowers participants with the skills and knowledge needed to excel in call center environments, providing them with practical techniques for delivering exceptional customer service, resolving issues efficiently, and leveraging call center technology effectively. Through a combination of theoretical learning, hands-on exercises, and role-playing scenarios, participants will gain confidence and proficiency in handling diverse customer inquiries and contributing to the success of their organization's call center operations.

Target Audience

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
- Nairobi,
- 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
- Flex

Organisation-Based Training

Magna Skills can also arrangededicated in-house training forministries, 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 Center Training
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____