

**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

**MSD2926**

DELIVERY

**Online / Face-to-Face**

DURATION

**Flexible**

PREPARED FOR

**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

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## 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

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## Key Course Benefits

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### 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.

<b>Organisation / Department</b>	
<b>Delegate Name(s)</b>	
<b>Approved Course</b>	Call Center Training
<b>Preferred Delivery Mode</b>	<input type="checkbox"/> Online <input type="checkbox"/> Face-to-Face <input type="checkbox"/> Organisation-Based Training
<b>Preferred Training Venue / Date</b>	
<b>Estimated Number of Delegates</b>	
<b>Budget / Vote Number</b>	
<b>Contact Person</b>	
<b>Email / Mobile</b>	

\_\_\_\_\_  
Authorised Name

\_\_\_\_\_  
Signature / Stamp

\_\_\_\_\_  
Date