

## Call Centre Management and Customer Service Course Details

Department: Administration and Customer Service

Presented by Magna Skills Development Institute

[Registration Link](#)

Date Created: 08-May-2026

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## Course Summary

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 Objectives

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

### 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.



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## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

## Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

## Request for Training Form

Complete the form and share with Magna Skills Support Team on email [info@magnaskills.com](mailto:info@magnaskills.com) or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[ ____ ] Face to Face [ ____ ]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.