

## Call Center Training Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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## EMPOWERING WORKFORCE THROUGH QUALITY TRAINING

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## Course Summary

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 Objectives

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

### 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.



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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 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.