

Employing Disabled  
People Through IT tools  
in the EU

# Training Course Curricula

Operator/Representative Training

*Employing Disabled People through IT tools  
in the EU*

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# Induction



# 1. Induction

1.1 Objectives of the Course

1.2 What you can expect from the course

1.3 What the course expects from you

1.4 Rules, regulations and procedures

1.5 Training and Development Plan

# Introduction to Contact Centres



## **2. Introduction to Contact Centres**

2.1 What is a contract centre?

2.2 Aims and objectives of a contact centre organisation

2.3 Operational structure and line management

2.4 Contact centre services

- 2.4.1 In bound services
- 2.4.2 Out bound services
- 2.4.3 Warm/cold calling

2.5 Contact centre technology

# Roles & Responsibilities of Contact Centre Representatives



### **3. Roles & Responsibilities of Contact Centre Representatives**

3.1 What's expected of contact centre representatives by their employer

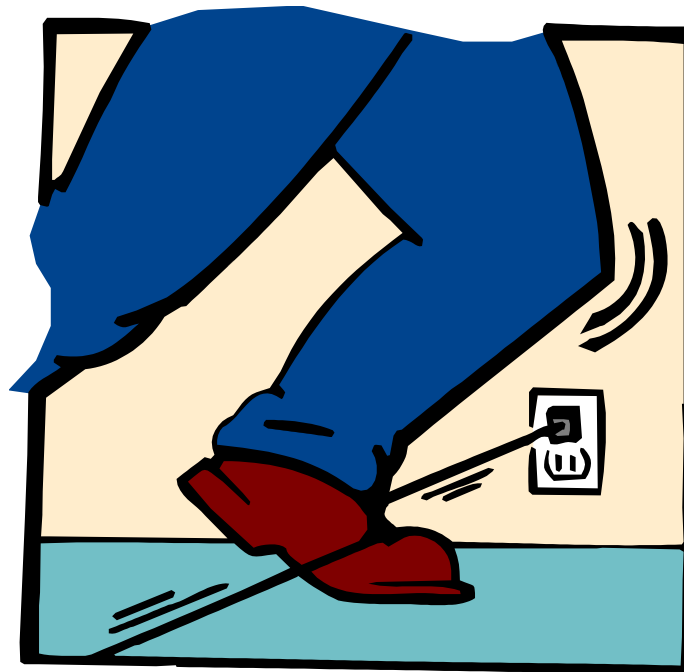
3.2 What's expected of contact centre representatives by their customers

3.3 Contact centre representative competencies

3.4 Contact centre representative attitudes and values

3.5 Diversity and equality

# Health & Safety





## 4. **Health & Safety**

4.1 Health & Safety at work

4.2 Local & EC Regulations

4.3 Employers duties

4.4 Employees duties

4.5 Health & Safety Policy Statement

4.6 Health & Safety Policy Procedures

4.7 Risk Assessments

4.8 Display Screen Equipment Health & Safety

4.9 First Aid

4.10 Accidents & reporting

# Systems & Technology



## 5. Systems & Technology

### 5.1 Use of IT systems

### 5.2 Use of IT software

- 5.2.1 Word processing
- 5.2.2 Spreadsheets
- 5.2.3 Database
- 5.2.4 Bespoke software

### 5.3 Internet & Intranet

### 5.4 Use of IT to exchange information

### 5.5 Keyboard skills

### 5.6 Use of telephony

### 5.7 Use of assistive technology

### 5.8 Specific measures for homeworkers

# Customer Care



## 6. Customer Care

### 6.1 Communication

#### 6.1.1 Customer service communication strategies

### 6.2 Problem solving

#### 6.2.1 Importance of decision making

#### 6.2.2 Representative's role in problem solving

#### 6.2.3 Problem solving techniques

### 6.3 Ethical behaviour

#### 6.3.1 The importance of trust

#### 6.3.2 The impact of values and beliefs

#### 6.3.3 Trust building strategies

### 6.4 Listening skills

#### 6.4.1 Characteristics of effective listening

#### 6.4.2 Strategies for effective listening

#### 6.4.3 Techniques for checking the accuracy of information

### 6.5 Understanding the customer

#### 6.5.1 Who is the customer?

#### 6.5.2 Customer attributes & motivation

#### 6.5.3 The customer experience

#### 6.5.4 Customer expectations

#### 6.5.5 Customer behaviour

#### 6.5.6 Building relationships

#### 6.5.7 Effective behaviours

## 6.6 Customer satisfaction

- 6.6.1 Variables involved in quality of service
- 6.6.2 The implications of customer satisfaction
- 6.6.3 Measuring, monitoring & recording customer satisfaction levels

## 6.7 Dealing with Diversity and special requirements

## 6.8 Consumer Rights

## 6.9 Dealing with unsatisfied customers

- 6.9.1 Most frequent faults in dealing with customers
- 6.9.2 Handling complaints
- 6.9.3 Escalation
- 6.9.4 Dealing with conflict
- 6.9.5 Keeping control in difficult situations
- 6.9.6 Remaining positive and polite
- 6.9.7 Turning negatives into positives
- 6.9.8 Dealing with abusive calls
- 6.9.9 Strategies for dealing with stress

# Interpersonal & Written Communication



## **7. Interpersonal & Written Communication**

### **7.1 The Importance of effective interpersonal communication**

### **7.2 Verbal & non-verbal communication**

- 7.2.1 Basic elements of the communication process
- 7.2.2 Requirements for good communication
- 7.2.3 The two way communication model

### **7.3 Tools for communication**

- 7.3.1 Tone, Inflection, Pitch, Rate, Volume
- 7.3.2 Positive image strategies
- 7.3.3 Persuasive communication
- 7.3.4 Use of questions

### **7.4 Tools for telephone communication**

- 7.4.1 Basic components of telephone communication
- 7.4.2 Advantages and disadvantages of telephone communication
- 7.4.3 Call handling
  - 7.4.3.1 Identify purpose of call
  - 7.4.3.2 Paying attention
  - 7.4.3.3 Inspiring confidence
  - 7.4.3.4 Control of the conversation
  - 7.4.3.5 Record keeping
  - 7.4.3.6 Call duration
  - 7.4.3.7 Call termination
  - 7.4.3.8 Escalation



### 7.5 Business documents

- 7.5.1 Email
- 7.5.2 Letters
- 7.5.3 Reports

### 7.6 BASDELL Writing Model

# Personal & Organisational Effectiveness



## **8. Personal & Organisational Effectiveness**

8.1 Team building

8.2 Effective meetings

8.3 Working practices

8.4 Development plans

8.5 Contributing to improvements at work

# Data Protection



## 9. Data Protection

9.1 Data Protection and the law

9.2 Principles of good practice

9.3 Security of information

9.4 Release of data to third parties

9.5 Miss-use of data

9.6 Compliance checklist

# Direct Selling & Customer Acquisition



## **10. Direct Selling & Customer Acquisition**

### 10.1 Basic introduction to marketing & branding

#### 10.1.1 Building & protecting the brand

#### 10.1.2 Differentiation

#### 10.1.3 Added value

### 10.2 Using specific sales techniques to achieve sales & satisfy customer needs

### 10.3 Using specific sales analysis & reporting techniques

### 10.4 Applying sales planning techniques to identify potential sales opportunities

# Remote Support for Products or Services





# **11. Remote Support for Products or Services**

11.1 Complying with organisational requirements

11.2 Communicate information on specific products or services

11.3 Make recommendations based on customer needs

11.4 Resolve and escalate requests and handle basic complaints

# Work Placement/ Experience



## **12. Work Placement/Experience**

# Job Search



## **13. Job Search**

13.1 Producing a good Curriculum Vitae

13.2 Identifying your experience & skills

13.3 Guide to job applications

13.4 Guide to employment interviews

13.5 Seven habits of successful job searching

## Partner Information

The IT Chance project was carried out by the following partner organisations:

### The McSence Group



Edinburgh, SCOTLAND

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### Future 21<sup>st</sup> Century



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### ECCC Foundation



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