

# Management and Strategy Institute, LLC.

## Call Center Associate Certified (CCAC)<sup>™</sup>

### Course of Study

#### Introduction

Most companies today, both large and small, have a dedicated team of representatives to assist their customers over the phone. How your call center agents treat your customers on the phone is a critical aspect to the success of a company.

Professional phone skills do not come naturally to everyone. Understanding how to listen to a caller's needs, then finding the most appropriate solution to their issue requires an understanding of customer service etiquette. This call center agent certification, developed exclusively for the Management and Strategy Institute, is designed to teach someone the core competencies required to deal with customers over the phone.

The goal of the Management and Strategy Institute is to teach you the key competencies required to provide great phone support for your organization. As you go through the training material you will learn the competencies listed below. The material is self-paced and you may move at whatever speed is comfortable for you. The program generally takes about 2 hours to complete. You have access for a full year.

The CCAC exam is a timed, online exam with 25 questions. It has a required passing score of 65%. You have 1-hour to complete the exam.

#### Competencies

This course of study covers the following competencies:

##### **How to Serve People on the Phone**

- The student will learn how to help callers and the basics of phone etiquette.
  - Learning Outcome: Understand What callers want, what you want, and what people don't like about phone conversations.

##### **How to Establish Rapport**

- Establishing rapport with a caller is a critical aspect to having a successful call.
  - Learning Outcome: Understand how to connect to callers emotionally. How to control your tone of voice. How to be emotionally skilled.

## How to Obtain Information

- When you need to obtain information from a customer, how do you do it?
  - Learning Outcome: How to ask efficient questions to get the maximum amount of information. How to minimize misunderstandings. How to ask probing questions.

## How to Provide Information

- Providing information to a customer can be difficult, especially when it is technical.
  - Learning Outcome: How to present data or guidelines so a customer can easily follow and understand. What not to do when providing information.

## How to Hold Telephone Conversations

- It may seem simply, but holding a phone conversation is different than a conversation with friends and family. This section covers important etiquette for business conversations.
  - Learning Outcome: What are common situations you need to handle when on the phone. How to open phone conversations. How to answer phones. How to close a phone conversation. How to put on hold. How to transfer. How to pick up someone else's phone.

## How to Control Your Tone and Your Content

- The "tone" that you use when having a phone conversation is critical.
  - Learning Outcome: How to structure your sentences. How to get around the lack of body language signals. How to talk with an appropriate rate of speech.

## How to Deal with Common Scenarios

- What strategies can you use when you encounter difficult situations?
  - Learning Outcome: Understand how to respond to angry, demanding or other types of callers.

## How to Listen

- How to exploit the power of listening skills.
  - Learning Outcome: Understand what callers want and how to show that you understand their requests.

## Learning Resources

### **Recommended:**

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

### **Optional:**

This material is not required; however, it will assist you in understanding Call Center Support.

- Steve Stapp (Dec 27, 2009), Contact Center Agent 101: An introduction to your multi-channel call center career, ISBN-13: 978-1449921767

## Preparing for Success

In order to successfully complete the CCAC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 1-hour of time.

## Frequently Asked Questions

### What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

### Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.

### Will I receive Professional Competency Units (PCU's)?

- Yes, the exam awards 10 PCU's upon passing.