



How To Be a Great Call Center Representative: EBook Edition

Robert W. LUCAS

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Give your front-line call center staff the training they need! With How to Be a Great Call Center Representative, call-center staff will learn what technology-based customer service is all about, including the history, terminology, legislation, and technology options. This book is designed to supplement and enhance the industry-specific policies and procedures plus local, state, and federal guidelines to which a call center staff must adhere. Filled with exercises and self-assessments, the course presents specific, practical strategies for improving listening skills, building trust with customers, problem solving, and decision-making—all within the context of a busy call center. How to Be a Great Call Center Representative provides all the tools needed to be confident in handling customers and building a foundation for future growth and advancement. Readers will learn how to:

- Identify the roles and responsibilities of a call center staff
- Prepare yourself to deliver quality service
- Learn to communicate successfully
- Identify current legislation, terminology, and technology affecting call center staff
- Develop skills for building trust
- Enhance telephone verbal skills and vocal quality
- Build problem solving and decision-making skills
- Learn to handle difficult customer situations
- Improve your time-management and multitasking skills
- Identify ways to control your stress level
- Learn to recover from mistakes—yours and your customer's.

This is an ebook version of the AMA Self-Study course. If you want to take the course for credit you need to either purchase a hard copy of the course through amaselfstudy.org or purchase an online version of the course through www.flexstudy.com.



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