

## **Training At Evincesis**

The human ingredient, the performance of agents and management, is a vital part of Call centre performance. We improve performance through training, analysis and feedback systems.

Our training team is involved in the recruitment process to filter the right candidates. We assess the candidate for language trainability, technical know how and attitude following which we conduct training on:

### **Voice and Accent**

The voice is a skillful tool, which enables a person to express himself. In the paradigm of the Contact Centre the voice-based support relies completely on the parametric of the tone and delivery of both the product and the self, which is of utmost concern. Evincesis in particular does not believe in coaching the voices just for their campaigns but to enhance a brighter future to the candidates wherever they go.

Wherever the question of accent arises, we believe in not only polishing the language as casual as it can get but also Americanize them further in due course of time. The ultimate challenge laid out before the candidates is American Accent not neutral Indian but Neutral American.

Evincesis works on laying the foundation of good Spoken (communicative) English with effective language training relevant to grammatical.

The parameters by which Evincesis monitors and gives feedbacks are a part and parcel of the training program unlike other centres, which deliver the trainees to the beck and call of the Operations. The trainees are not abandoned but are constantly under cordial vigilance by the trainers putting them at ease at all times at periodic junctures.

They are trained extensively on the parameters of Tone, Clarity, Pace, Sentence construction and utmost British Phraseology. They are trained by the IPA because the notations followed in terms of Accents are a lot easier to understand.

We take them in as they come but they go live only after having been certified fit on the mentioned criteria. Evincesis believes thoroughly in practicing what it preaches.

## **Customer Service**

Customer service training methodology at Evincesis takes an ingenious learning curve. The trainer preferably has the Indian perspective that in most Indian “walks-of-life” customer service is unheard of.

There is no time stipulation to this course of training, as one would appreciate it is dependable on the quality of the participants and the “inexperience” level. The author strongly believes that an “experienced” participant also brings along many bad habits or traits, which is extremely difficult to “shake”, but as a general guide training modules are structured to run for about 25hours.

It is the trainer’s goal to set participants at ease and encourage free, logical and easy-chat discussions using free speech exercises. A point to note is the participants are never ever allowed to talk about their family or their education (as is the case in India); topics are given which is FUN, HUMOUROUS and LOGICAL Assessment is done using basic human traits parameters like smiling, tone and use of simple power words.

Delivery of training is conducted via a very interactive approach, ensuring participants understand rather than just sponge absorb. Reading is encouraged but too much paper work should be avoided, the aim is to ensure active participation thereby exceptional implementation. As customer service is just bringing out fantastic “humanness” modules handouts are kept to a strict minimal.

Trainer’s ensures no participants are stressed out during training sessions. All professional problems and feedback, if relevant, are adhered to and the trainer also learns as he/she goes along. The trainer ensures that he/she is here to provide a service to the participants therefore he/she must exude all the traits that he/she is endeavoring to impart.

English use is strictly enforced at all time. Trainer and trainees always converse in English.

Ownership of training is conducted via on-floor assessment and implementation exercise.

## **Product Training**

The product training involves all the above areas along with the relevant technical knowledge. Besides training the product trainer is an active participant in call handling due to which the monitoring and feedback sessions are effective.

The process involved in product training incorporates the agent's perspective with regards to our support confines and its relevant technical knowledge. Once the agent is confident with the basic technicalities the product training is commenced.

The process of training involves team activities like presentations, discussions and quizzes to evaluate the understanding of the trainees.

Apart from training in the classroom agents are trained on the floor with maximum exposure to the systems. Trainees have hands on experience on all the tools they would be using when on floor.

They have lots of listening sessions of the best and worst calls and the trainer explains their weaknesses along with their strengths. Trainees undergo a mentor system during which they are let to side jack their seniors.

Accent is an integral part of all training sessions irrespective of the area of training. Motivation is one of the main objectives of the training department making them feel their best and very important weak and strong pairs are put together to activate the building of team spirit.

Role-plays are carried out where the agents garb the roles of both the customer and advisor to not only enhance the purview of a call situation and pay attention to the accent as well.

The operations and training department join hands while evaluating the final outcome of the trainee's future in the company. Training is a continuous process where the trainers and trainees are involved at all times on or off the floor to achieve the best quality.

## Voice and Accent – Training Module

Cumulative Module(45 hours)

### Module 1: Introduction to Accent Training

- Section 1: Introduction to Accent Training
- Section 2: Caring about Consonants
- Section 3: Vital Vowels
- Section 4: Syllable Stress
- Section 5: Intonation
- Section 6: Call Flow

### Module 2: Grammar

- Parts of Speech

### Module 3: Extensions

- 3.1 Subject-verb agreement
- 3.2 Tenses

### Module 4: Sentences

- 4.1 Types
- 4.2 Voices
- 4.3 Commands

### Module 5: Words and Meaning

- 5.1 Synonyms
- 5.2 Antonyms
- 5.3 Homonyms (Homographs)
- 5.4 Homophones
- 5.5 Kangaroo words

### Module 6: Problem Vocabulary and Modulations

- 6.1 Catachresis
- 6.2 Malapropism
- 6.3 Prepositions and Auxiliaries (Modals)

### Module 7: Idioms and Figures of Speech

### Module 8: Extempore

- 8.1 Warmup
- 8.2 Announcement
- 8.3 Picture
- 8.4 Graph
- 8.5 Map

### Module 9: Customer Psychology

- Types and Handling

### Module 10: Classroom Live sessions

- Phones etiquettes and extensive mock calls with
- Pronunciation exercises

## **Voice and Accent - Short Module (10 hours)**

### Section 1: Introduction to Accent Training

- 1.1 Differences between the Consonants and vowels and Vocal surgery (Pictorial)
- 1.2 IPA: Notation and interpretation
- 1.3 Verbal examples

### Section 2: The parametric of voice and accent

- 2.1 Syllable stress
- 2.2 Intonation : types and modulations
- 2.3 Phraseology

### Section 3: Sentence structuring and customer handling

- 3.1 Customer psychology
- 3.2 Basic grammar
  - 3.2.1 Subject-verb agreement
  - 3.2.2 Tenses
  - 3.2.3 Prepositions
  - 3.2.4 Auxiliaries
- 3.3 Call flow exercises

### Section 4: Live sessions

- 4.1 Names and States
- 4.2 Tongue twisters
- 4.3 Ten golden rules of English
- 4.4 Pronunciation: listening to voice recordings
- 4.5 Newspaper reading

## **Customer - Focused - Telephone Skills**

The way we deal with people over the telephone has a tremendous impact on how our organisation is perceived by our customers and prospective customers. Managing our first impressions, conveying clear messages, listening attentively, taking messages and handling problems with confidence are the essential customer service skills addressed in this course.

### Learning Objectives

You can expect to:

1. Understand the need for customer care on the telephone
2. Develop a range of voice skills for creating a professional
3. Telephone manner
4. Improve your ability to organise calls and deal with
5. Difficult callers

### Course Outline

- Introduction
- Relating to customers
- Identifying yourself
- You and your voice
- Promoting an Image
- Who Are You By The Way?
- Names and spelling
- Conveying a Clear Message
- Being polite
- Getting through
- Sounding friendly
- Being Helpful
- Understanding the telephone
- Filling in the background
- Being helpful
- Handling Problems
- Problem calls
- Handling complaints
- Review
- Ways to annoy a caller
- Points for making and receiving a telephone call
- Neuro Linguistic Programming
- Transactional Analysis
- Emotional Quotient
- Transitional Procedures