

# Course : Managing the performance of a customer relations center

Practical course - 2d - 14h00 - Ref. MCP

Price : 1500 CHF E.T.

★★★★☆ 4,6 / 5

How can you help your call center agents better prepare and structure their telephone interviews? What managerial approaches are needed to develop their skills and performance? This highly operational training course provides you with the methods and tools you need for your supervisory role.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Guiding the improvement of the call structure
- ✓ Supporting call centre agents with double listening techniques
- ✓ Debrief calls constructively
- ✓ Coaching your team towards performance
- ✓ Giving meaning to objectives and actions

## Intended audience

Supervisors, managers of outbound or inbound hotline teams.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Self-assessment, role-playing exercises recorded and filmed. Discussions. Tape and video feedback. Group exercises.

## Course schedule

### PARTICIPANTS

Supervisors, managers of outbound or inbound hotline teams.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 1 Listening to your team for better support

- Develop objective and active listening techniques.
- Ask questions, rephrase.
- Apply Porter's listening grid.
- Using observation tools and grids. Coaching progress plan.
- Get to know your team better to manage it more effectively: relational attitudes, life positions.
- Manage your emotions and those of your team.

### Exercise

Call center self-diagnosis. Interview scenarios recorded and filmed.  
Debriefing on the use of tools at each stage of the interviews.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 2 Prepare and structure calls for call center agents

- Enhance your team's organizational skills and autonomy.
- Take care of material organization.
- Refine sales pitches and ensure they are taken on board.
- Draw up catalogs of answers to questions, objections and complaints.
- Overcome obstacles encountered during interviews.
- Reinforce call center strategies: listening-questioning-reformulation.

### Exercise

Cross-exercises in sales pitch writing.

## 3 Debrief calls and motivate through coaching

- Create strong relationships and a climate of trust.
- Use double-listening as a sign of recognition.
- Be an example in the art of questioning during debriefing.
- Reformulate to help the call center agent progress.
- Identify the degrees of autonomy of team members.
- Adapt debriefings to move towards greater delegation.
- Argue about the resources needed.

### Role-playing

Call scenarios from call center agents. Debriefing using the tools from the first sequence.

## 4 Motivate with stimulating meetings

- Use the levers of the objectives-based strategy.
- Get your team moving with stimuli and micro-training.
- Give meaning to objectives and actions.
- Present team statistics and results.
- Implementing best practices over time.

### Exercise

Analysis of objectives, statistics and results based on case studies. Lead a micro-training session based on one of the topics covered in the sequence.

## Dates and locations

### REMOTE CLASS

2026 : 28 May, 8 Oct.