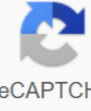


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To interact effectively with customers, agents must be trained to use call center software efficiently. Bring in your team of experts to show them the ropes, provide them with tutorials that navigate the basics and allow them to try it out for themselves. It would also be helpful to walk them through general scenarios like how to join a conference, how to edit a note, how to pass a call to an agent outside your department, and how to add a manager to the call, etc. how to make sure their headset works and how to check if their system is up to date. Making sure they check it for themselves is an integral part of the process as they should learn by doing. 5. Provide new employees with a full understanding of your customer base and why customers call, the more prepared they will be to adequately meet their needs. To achieve this, provide agents with basic demographic information about the customer base. Providing them with information about the predominant age group, gender, marital status, income level, etc. will help them better understand who makes up your customer base so they can infer what their needs are and why they usually call. If you want to go one step further, provide your agents with customer profiles. These profiles can be identified by common customer characteristics (e.g. age, location, gender, education, etc.), products they use, their industry, or their position in their company. After segmenting customers, provide your agents with information about the needs of this group, why they use your product, typical sales scenarios, examples of support requests, and general reasons why they call your company. With this information, your agents will better understand the needs of the subscriber and will be more prepared to meet them. Finally, share your customer service success stories to help personalize the learning process and strengthen the connection between your new employees and the company's culture and values. For example, playing a recording with a particularly powerful call, which is a demonstration of excellent service and will give the intern an idea of a typical customer story. This will allow agents to develop a deeper understanding of your customer base, as well as understand what excellent service entails for your company so they can set a high bar for themselves. 6. Educate agents on metrics that will be evaluated and tracked in order to work optimally, call center agents should not only have a full understanding of your company's culture, product, software and customers, but they also need to know what call center metrics they have will be used to evaluate them. This requires not only telling them what the metrics are, but explaining how they are calculated, how they can access access and how they can improve them. For example, if the resolution of the first call is the metric that is most important to your company, teach call center agents what the first call resolution is, how it is measured, what factors influence the resolution of the first call, and what it means for your company. They should also know how they can track it, how to improve it, what their purpose is and how their performance will be evaluated based on the first resolution of the call. Providing them with this information will enable them to take a more data-driven approach to customer interaction to expand the services they provide. Concluding Training Call Center agents can be a tedious effort. Managers sometimes approach the process by glossing over the details, skimming on boring things and throwing agents on phones before they are ready. However, this can be a costly mistake. This can lead to sub-par level service, frustrated customers and agent confusion. Call center agents, who are provided with in-depth training with the necessary mandatory listed above, will be more assistive to the company and provide better service to their customers. Providing comprehensive training to call center agents may take a little more effort at the front end, but the payout will be huge. 1. Training Centre Call Centre Training Manual September 24, 2008 Private and Confidential 2. Call Centre Training Manual INVATERRA 1P-privat and Confidential 3. Call Centre Training Guide September 24, 2008 Private and Confidential 2 Table Content Section 1 He was a

program 3 Section II - Training
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 Appendix

12 3. Call Centre Training Guide September 24, 2008 Private and Confidential 3 Title 1 - Introduction of INVATERRA Call Centre Training Academy (CCTA) addresses the urgent need to provide employment opportunities for the call center industry. CCTA INVATERRA offers classes on call center training programs and Start-up call center agents mostly fresh graduates and career shifters. We plan to broaden our horizons by providing customized training programs and advisory services to private companies in various industries and universities in the near future. Our school will train agents to recruit them. This will be useful for CCTA graduates for employment purposes, allowing them to gain priority and access during their studies or after graduation. General information INVATERRA Field Title Company Title INVATERRA Address INVATERRA III Lincoln Center 5401 LE Highway, Suite 1200 Dallas, TX 75240 Global Delivery Center (Karachi) Tara Center, Suite 207 Main Tariq Road, Karachi Pakistan Telephone Number 1-214-295-1107 No 92-21-432-7467 Fax Numbers 1-214-614-819 No 92-21-432-7469 Email khuram.farooqui@invaterra.com Private Limited U.R.L www.invaterra.com National Tax Number 290369904 Call Centre Training Guide September 24, 2008 Private and Confidential 4 Section II - INVATERRA Curriculum has already been prepared to be competent in providing IT training. Learning in a call center is a natural extension of an existing business, as it has already shored existing call centers with software solutions and consulting. We plan to develop the new business through a combination of company-owned and franchised training centers. The INVATERRA Call Centre Training Programs will be conducted by: Suite 207, Tara Centre, Plot 1-C, Commercial Area, Main Road Tariq, Karachi, Pakistan Timeline: Item to Item Our training program covers the following modules: Customer Service Training Essential Televisions Training Incoming calls Outgoing calls English Accent Training U.S. Accent Teaching UK Accent Training 5. Call Centre Training Guide September 24, 2008 Private and Confidential 5 Section II - Customer Service Training (Basic) Communication Training Program will be delivered in conjunction with tips and customer service tips to improve customer service in all areas. The customer service tips presented in this module will also demonstrate the challenges that can arise from poor communication and skills and solutions that can help. The course will also provide tips for better oral communication with clients; namely tone, pitch, diction, clarity and choice of words. Details of the main program are: Communication Methods Verbal Written Communication Interpersonal Communication Small Group Communication Public Communication Interpersonal Communication Ethical Communication Skills Expressive Skills Listening Skills in more detail Cx Communication Active Listening Why Active Listening is Important? What happens if we don't actively listen to our C for taking good care of your customers Ethics On Call 6. Call Centre Training Manual September 24, 2008 Private and Confidential 6 Section IV - Customer Service Training Advanced Advanced Customer Service Training uses a variety of teaching methods such as short lectures and formal re-enactments to develop excellent customer service skills. Interns will receive a work book as a summary of the course, which they can use for future recommendations. Below is the course content plan: Identifying Customers and Their Expectations Positive Steps to Excellent Customer Service Making a Difference of Communication in the Process of Delivery Services Barriers to Communication Designing a Professional First Impression Making a Big Part of Your Voice Building Understanding Phone Etiquette Active Listening and Interruption Skills Tip to Effectively Handling Call Handling Com complaints and Difficult Customer Closing Interactions with Customers Positively Personal Planning 7. Call Centre Training Manual September 24, 2008 Private and Confidential 7 Section V - Telesales Training Most Sales Agents lose opportunity by having bad phone manners and communication skills. INVATERRA's comprehensive phone skills training course will provide a solid foundation for call center sales agents and ensure their professional and confident work to make the most of the opportunities. Course is a mixture of the following: Effectively Handling Incoming Sales Calls Outgoing Sales Calls Incoming Program Sales This module will teach sales the following skills and competencies: Opening Call Sales Agents will interactively teach the required skills to answer calls and make sure that the caller remains confident and that their problems will be solved in a professional and caring manner. Appropriate request without collecting irrelevant information, errors in understanding can; This session will equip the sales with the following skills: interrogation; open and closed probes, as well as an understanding of when they are most prone to conversation progress. Active listening Even on the phone line quickly becomes apparent when the seller pays the lip service for interaction rather than actively listening. TV stylists will be shown how to maintain full awareness of the essence of the conversation. Genuine listening skills will allow salespeople to remain under call control. Object processing When a seller demonstrates a function, talk about the benefit or uses a method of closing sales, his client may well respond in a negative sense, giving excuses or otherwise responding negatively. The answer is to deal with these objections. There are several methods for handling objections, the most appropriate method of which is determined by the nature of your business, the type of customer you are talking to, and the sales stage. 8. Call Centre Training Guide September 24, 2008 Private and Confidential 8 Acknowledging sales will be taught to understand the difference between accepting and acknowledging subscriber problems. Specific skills are instilled in training to address this necessary aspect of the challenge. Communication without a doubt, the most problematic cause of misunderstandings is a lack of understanding of other people's problems. To avoid negative consequences, some ground rules need to be applied. They can only be saved if the seller knows and uses the necessary skills. Our training program designed to do just that: outgoing sales program Our training program is best suited for outgoing sales interests because it follows a natural call stream and offers the best skills for every sales call step, whether it's catching subscriber interest quickly, handling upfront, referred objections or closing for sale confidently. INVATERRA Outgoing Sales Program will equip interns with skills as stated below: Scenario Development. Scenario or Unscripted Issue and Solutions Getting Message Through in the first 15 seconds Asking Pre-emptive questions: the effective on cold call Working with failure and objection cold call game numbers. Creating targeted calls effectively to the New Face of Telemarketing Outgoing Closing Methods 9. Call Centre Training Guide September 24, 2008 Private and Confidential 9 Section V - U.S. Accent Training All speak English with an emphasis of accent reduction to reduce the strength of regional or targeted pronunciation. English speakers will benefit from pronunciation training. This is because these sounds, stresses and intonation patterns may differ in their native language, but he or she will be able to move on to the next step, reproduction. Students should be trained to move the muscles of the face and mouth in a different way to reproduce new sounds. Finally, students will only save new models through a large number of repetitions. Teaching themselves (and their mouth!) our American Accent Training Course includes: Rhythm and Stress Models Using Intonation for Relationship and Emotion Pause and Breathing Relationship Between Spelling and Pronunciation Accent Familiarity and Extended Practice Listening Phone Training 10. Training Guide Centre September 24, 2008 Private and Confidential 10 Section VI - British Accent Training British Accent Training from INVATERRA will interns minimize the impact of their native language while maximizing their communication with customers through a neutral accent. Through the British Accent Training course we can also facilitate the training of British Accent solutions for the offshore operations of various organizations. The British Accent Training Course includes: Rhythm and Stress Models Using Intonation for Relationship and Emotion Pause and Breathing Relationship Between Spelling and Pronunciation Accent Introduction and Advanced Practise Listening Phone Training 11. Call Centre Training Guide September 24, 2008 Private Section VII - Call Centre Projects 11.12. The Training Centre Call Centre Training Guide September 24, 2008 Private and Confidential 12 Section V - App App A - Representative Reviews 13. Call Centre Training Guide September 24, 2008 Appendix - Representative reviews Aon Pakistan Rama, Vice President - Sales and Marketing Mr. Aon Rama is an expert strategic planner. Has successfully designed and implemented numerous training and development programs for Vodafone, O2, Npower, British Gas, Cadwell, Wal Street Journal, Scottish Government and more. In addition, he is also a graduate of the University of Nottingham, Leeds Business School and the National University of Singapore. He has extensive experience in managing call centers and training agents for various campaigns. Had begun his career as a sales specialist and then had some hands on experience as a TV agent. He functioned as a telemarketer for quite some time and was then promoted as call center manager. Had headed call centers such as Communication Hub, ODM and as a telephone controller for banks such as Habib Bank and Bank Projects carried out by the head of the Call Centre - led the operations and activities of the call center, including outsourcing processes, training and business management (campaigns). Train an agent for credit cards and debit card campaigns. COMMUNICATION HUB Head call call - provided training for the Medicare Advantage Plan, a quality health care plan. Monitoring and monitoring call center operations, including hiring, training, quality assurance, evaluation and reporting. GLOBAL DATA MANAGEMENT Sales Specialist - Trained phone banking agents, including customer support, product information, credit card/loan card activation, blocking and answering product-related questions and promotions. Private and confidential 13 BRITISH GAS 14. Call Centre Training Guide September 24, 2008 Private and Confidential - Learning how to maintain healthy relationships with existing clients, design and plan research projects and correspondence in the media, to lead several teams of business development managers who responded creating customer interest and market research. International Coach 14 Developed a comprehensive training plan to handle customers of different backgrounds. It's this was designed to provide a deep understanding of customer service and customer relationship management. O2 - UK LEADING PROVIDER FROM MOBILE PHONES - FREE Achievements - Successfully trained agents, presenters and project manager from the following O2 Accidents Claims Group - operates without any victory no paid bases aimed at consumers - o Scottish Power Gas suppliers across the UK o A U Business Mobile Phone Solutions on source business solutions. It was developed based on initial contacts, market research, advertising and sales presentations for potential customers, and was responsible for closing contracts. Private and confidential 13 BRITISH GAS 14. Call Centre Training Guide September 24, 2008 Private and Confidential - Learning how to maintain healthy relationships with existing clients, design and plan research projects and correspondence in the media, to lead several teams of business development managers who responded creating customer interest and market research. There is interest among blue chip brands across the UK to outsource business solutions. Maintains healthy relationships with clients, designs and plans research projects and correspondence with the media. Lead several business development teams that were responsible for creating customer interest and market research. Providing freelance advice to various local and international clients. Assess the effectiveness of agents on a daily, weekly and monthly basis. Maintaining quality control of sales according to quality parameters - Manage all local and international incoming and outgoing projects along with sales and marketing operations. Create a consumer database integrated with the grievance mechanism. Member of the Recruitment and Procurement Committee - work closely with the IT Secretary and THE Minister of IT, the Government of Pakistan. Identify and provide appropriate marketing support, such as brochures, both electronic and paper, advertisements, both on the internet and on other channels, and other similar materials. 15. Training Centre Call Centre Training Manual September 24, 2008 Private and Confidential Academic Skills - BS (Economics) - University of Nottingham, Great Britain 15 16. Call Centre Training Guide September 24, 2008 Muhammad Hadi Niaz, Senior Consultant - Setting and Marketing Mr. Hadi has extensive experience in managing call centers and training agents for various campaigns. Had begun his career as a sales specialist and then had some hands on experience as a TV agent. He functioned as a telemarketer for quite some time and was then promoted as call center manager. Had headed call centers such as Communication Hub, ODM and as a telephone controller for banks such as Habib Bank and Bank Projects carried out by the head of the Call Centre - led the operations and activities of the call center, including outsourcing processes, training and business management (campaigns). Train an agent for credit cards and debit card campaigns. COMMUNICATION HUB Head call call - provided training for the Medicare Advantage Plan, a quality health care plan. Monitoring and monitoring call center operations, including hiring, training, quality assurance, evaluation and reporting. GLOBAL DATA MANAGEMENT Sales Specialist - Trained phone banking agents, including customer support, product information, credit card/loan card activation, blocking and answering product-related questions and promotions. Private and confidential 16 BANK ALFALAH LIMITED 17. Call Centre Training Guide September 24, 2008 Private and Confidential Agent to check their work and take corrective action. The training included not only product information, but also call processing and communication skills. Sales Specialist - Shift Control 17 - Train Agent for Ltd outreach market out-market out-of-market program on baby food nutrition, originally started with 1st place Karachi and within 6 months a path of growth given 3 place nationwide. ABBOTT NUTRITION PVT. Ltd Project Manager - Head Coach for Outgoing Calls - Conducted Training for Sales Campaigns - Representative of CUSTOMER SERVICE PROGRAMS ALT SOURCE COMMUNICATIONS (PVT) LTD 20 21. Call Centre Training Manual September 24, 2008 Private and Confidential Achievement - Successful completion of the project for Green Star incoming (customer service) Nation Broad family planning. Running campaigns for (Voice) Medical Translation data entry based on the US, Launch a telemarketing campaign to serve the customers of Amazing Herbs, based in the United States. - Call the monitoring agent and correct their gap. Evaluation agents with monthly performance. Maintaining sales and return data and the creation of relevant reports. Maintaining quality sales according to quality parameters that can be sent across. Coordinate customers on a daily basis and contribute to multiple analyses in the pre-sell and after the change of meeting with the production team. Manage all local and international incoming and outgoing projects along with sales and marketing operations. Productivity analysis on a daily basis by CSR, team leader, project manager and manager. Collect, input, and work data to create an accurate report. Recommendations, moreover, are proposals that do not have the originality of this analysis. Create a consumer database integrated with the grievance mechanism. Academic qualification - B.com - St. Patrick's College, Karachi, Pakistan 21 22. Call Centre Training Guide September 24, 2008 Private and Confidential Musa Dastgir Bhatt, Senior Consultant, Mr. Musa Dastgir, is equipped with a high level of business management, business development and project management skills His experience qualifies him as a strategic leader and team player. He has worked in a client base in the United States, the United Kingdom, Australia, New York, the Middle East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China. He has more than 10 years of experience in TV, business development, business process outsourcing and account management. Projects Run by Manager, Outsourcing Services - Developed a new business for Mobilink Inc. 2 years nationwide project with 250 workforce and annual revenue of more than \$ million US dollars for on-site deployment and technical support services. MOBILINK INC Business Development - Project Management - Train a team of account management agents, customer relationship and customer processing - Proposed and planned solution for nationwide IT support services with a workforce of 300 people and an expected annual revenue of more than \$3 million. DWP TECHNOLOGIES is a managed and trained IT team across the country with more than 125 team members and annual revenue of more than \$800,000. To teach how to maintain healthy relationships with existing customers - to lead several groups of business leaders who were responsible for creating customer interest and market research. 22 VARIN AND BATTING 23. Call Centre Training Guide September 24, 2008 Private and Confidential Business Development Manager - Managed 10-person team from a chartered outlet in New York, USA to monitor electronics wholesale and retail sales both at the consumer level - Corporate Level helped shift sales team to focus on customer retention and sales, resulting in a 20% annual decline in corporate customers' declines in each subsequent year - Train campaigns for (Voice) customers based in the US, UK, Australia, New York, Middle East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China. Examine the agents' call and fix their gap. Successful attention of Mobilink Inc. as the chief dealer for Citigroup Wireless (a subsidiary of ATTI) for Suffolk County, New Jersey, and rail business development managers at TRC. Helping the vice president. Sales and marketing with both pre- and post-registration sales processes/documents - Creating a consumer database integrated with the complaint card mechanism - Training in handling day-to-day customer requests and complaints - B.B.A. (Business Management and Development) Computer Information Systems - Baruch College, New York, NY Academic Qualification T.R.G. (THE RESOURCE GROUP) MOBILELINK, COMMACK, NEW YORK Accomplishments 24. Guide to training Call Centre September 24, 2008 Private and Confidential A.J. HAIDER, Consultant Mr. Ali is a well-informed and professional call center agent and a regular author of ideas and solutions. He is a marketing expert, having control over the processing, monitoring, and control of call center operations, combined with excellent motivational and team building skills. Mr. Ali's experience in training and managing call center operations has been extended by more than three years. Projects carried out by an outsourcing coach - providing training on the verification manager under the TIME SHARE campaign (Canada and the USA) - providing training to generate qualified customers - Admission to customers - Convince them to take part in face-to-face meetings and sales presentations. Follow-up to confirm progress and clarify issues. Analysis and evaluation of training programs. TIME SHARE Sales Consultant - Provide executive sales training to non campaigns for the United Kingdom - The main training outlets are: o Product Benefits Description (vacation packages) - o to understand the customer's goal and to hunt the buyer to achieve their goal of economic costs. o Convince customers to buy by phone - o Handling disgruntled customers and customers. CALL CENTRE TECHNOLOGY (CCT) 25. Call Centre Training Guide September 24, 2008 Private and Confidential Achievements - Certificate awarded by the World Food (WFP) - Certificate of Shalmar Hospital for Contribution (Children's Program) - Development of excellent communication skills with call center agents - To conduct trainings on time management - Launching campaigns for (Voice) clients based in the US, UK, Australia, New Zealand, Middle East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China. Member of the Recruitment and Procurement Committee Academic Qualifications - B.com - University of Karachi, Pakistan 25 25 Call center agent training manual.pdf

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