



**AMENDED GUIDELINE**

**ON**

**Call Center Training Institute  
(CCTI)**

BANGLADESH TELECOMMUNICATION REGULATORY COMMISSION  
([www.btrc.gov.bd](http://www.btrc.gov.bd))

March 2012

*DM*

## **ABBREVIATIONS**

1. **MoPT** Ministry of Posts & Telecommunication
2. **BTRC** Bangladesh Telecommunication Regulatory Commission
3. **CC** Call Center
4. **HCC** Hosted Call Center
5. **HCCSP** Hosted Call Center Service Provider
6. **CCTI** Call Center Training Institute
7. **TIAC** Training Institute Accreditation Committee

**What is CCTI ?**

Call Center Training Institute, where Call Center Agent(s) and related personnel will be trained to operate as agent/operator for any call center. These institutes will operate commercially for imparting call center related training.

**Who will accredit CCTI ?**

The CCTIs should be accredited by Training Institute Accrediting Committee (TIAC). The details regarding TIAC is given at **Annex – A**.

**Objectives of this guideline**

The goals of this Guideline are:

- To promote the accreditation for the Call Center Training Institutes
- To put a framework for the training courses, faculty, and others.
- To monitor the infrastructure and technical availabilities of the CCTIs
- To ensure the quality of the training provided by the CCTIs

## Guidelines for Call Center Training Institute (CCTI)

### **Section : 1**

#### **General Conditions:**

1. All CCTI must follow the guidelines mentioned in this document to get accreditation from the Training Institute Accreditation Committee.
2. It has been decided to extend support to the Call Center Trainees and Licensees to get better trained operators/agents from the local market. Following are broad guidelines for establishment and operations of CCTI in Bangladesh:
  - i. Accreditation is mandatory for all CCTIs by the committee under MoPT (Mentioned Annexure-A).
  - ii. There will be an accreditation monogram (Mentioned Annexure-B).
  - iii. All accredited CCTIs will be allowed/encouraged to use the monogram on all stationeries, advertisements and displays. However, the use of this monogram beyond accreditation validity period will be strictly prohibited.
  - iv. Accreditation fee 10,000/ (Ten Thousand) Taka and Renewal fee 5,000/ (Five Thousand) Taka.
  - v. CCTI, at minimum, needs to follow the Curriculum that they have submitted which must meet the minimum curriculum as mentioned Annexure – C.
  - vi. All CCTI must have their own website and must publish updated curriculum in the website
  - vii. The trainer(s) must be graduate or have experiences at least 3 years in relevant subject/field
  - viii. TIAC will visit any CCTI at any time to verify and if any inconsistency found disciplinary action will be taken by the authority.
  - ix. A CCTI will have to apply for accreditation and the TIAC will certify or reject their applications within 30 working days from the date of submission.
  - x. In case of any grievance or complain from the trainees/students, the Accreditation committee will have the authority take appropriate action.
  - xi. The CC/HCC/HCCSP Licensee shall not require any such Accreditation for their own in-house training. But they cannot commercially act as CCTI.
  - xii. The authority can change or modify this guideline at anytime.
  - xiii. TIAC will meet once a month or as and when required.
  - xiv. Accreditation shall be valid for 3 (Three) years (effective from the date of accreditation). After the expiry of initial term of 03 years, the validity of the accreditation shall be subjected to yearly renewal.

## **Annexure - A**

### **Training Institute Accreditation Committee (TIAC)**

#### **Vision**

It will facilitate growth of Call Centre Training Institutes (CCTIs) in Bangladesh and, in turn, Call Centre industry by ensuring quality in every aspects of training of agents.

#### **Objectives**

The committee will have the following objectives:

1. ensure that CCTIs deliver promise what they have promised and no trainees are deceived/cheated
2. ensure internationally acceptable quality training by means of well trained faculty, excellent learning environment, up to date curriculum
3. facilitate the growth of call centre industry by maintaining a strong relationship between the industry and the CCTIs
4. time to time assess the changes in the environment and ensure immediate up-gradation of CCTIs curriculum

TIAC should work to ensure that the following threats are eliminated/minimized in the CCTI industry:

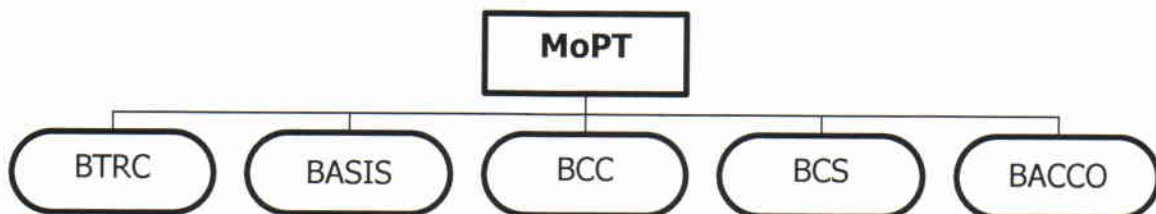
1. Trainees/students are being cheated with false promises
2. Trainings are too expensive for the students
3. low quality trainings (in terms of faculty, infrastructure, curriculum) are being imparted

By minimizing the threats TIAC will maximize the opportunities of CCTIs by ensuring that

1. All required components needed for working as a call centre agent are taught
2. Bangladeshi agents are globally competitive and qualified
3. There are many excellent CCTIs all over the country
4. Operations of all CCTIs is transparent and they are accountable to TIAC
5. Overall, the CCTIs should work as a cohesive up stream component of call centre industry value chain

#### **The organization of TIAC**

TIAC will have the following structure



**How TIAC should work**

1. TIAC should set their own scope of work and detailed specifications for evaluating different CCTIs.
2. TIAC should take measures to supervise the operational activities and performance of a CCTI even after the respective approval of the training operation.
3. The body should monitor the real existence and continuation of the proposed criteria and facilities by rotational physical visits.
4. Initially BTRC will provide logistic and other supports and finally it should be a self sustaining body.
5. They Board can outsource the services to be delivered or they will provide it on their own.
6. Accreditation of CCTIs is mandatory to operate any type of Call Center Training Institute/Programme.
7. The accreditation committee may have a small administrative/support team at the beginning
8. All CCTIs will be encouraged to be assessed/evaluated by TIAC
9. Example of services that will be provided by TIAC could be:
  - a. Issue of certificates of different categories:
    - a. Accreditation is time bound and it should be imprinted on the monogram so that citizens can understand when the last certificate was received by a specific CCTI
    - b. Time-to-time arrange awareness programmes for potential trainees
    - c. Information services to the CCTIs
10. TIAC will time to time study the industry and educate its members/subscribers on different aspects of the business
11. TIAC will randomly assess different CCTIs for compliance themselves

12. Trainees will be encouraged to get admission at TIAC certified CCTIs and at the same time TIAC will have to ensure that the best agents are coming out from its own pull of CCTIs
13. TIAC should confirm the following criteria of training method are present in the CCTI all the time
  - a. Effective lesson plan, deliberate curriculum and the faculty guide
  - b. Faculty evaluation process and need-based modification of faculties
  - c. Course lineup and schedule with effective content and time management
  - d. Adequate opportunities for Practical training
  - e. Effective exam practice and evaluation of the trainees
14. The regulatory entity should ensure the following criteria of the infrastructural facilities of a CCTI are present.
  - a. Seat arrangement and well-furnished classroom environment for all the trainees. There must be a minimum 20 (twenty) seat infrastructure for a CCTI. There should be sufficient space for training and facilities.
  - b. Adequate telephonic devices, computers, hardware etc. for training for each seat
  - c. Proper electricity supply and back-up power support for uninterrupted training program
  - d. Appropriate architecture for the network with uninterrupted connectivity equipped with physical redundancy and adequate ports
  - e. Facilities for inbound voice solution and other telephonic supports
  - f. Audio-visual gadgets, proper sound system, projection facilities etc.
  - g. Adequate training resources i.e. books, journals, handouts, learning CD etc.
  - h. Fire protection, ventilation and healthy aeration
15. TIAC should screen the following quality of a trainer/faculty in a Call Center Service training center

- a. Relevant academic excellence and experience of respective training faculty should be there. A minimum of 3 trainers must be engaged on full time basis
- b. Communicative skill and interactivity with the trainees:
- c. Encouraging and impressive mode of speech delivery
- d. Strong command on linguistic accent and capability to convey clear differentiation among several regional accents and dialects.
- e. Ability to handle objections and queries with patience and competence
- f. Having impressive facial expression and eye contact with the audience
- g. Familiarity with call center equipment and tele-communication
- h. Good record of punctuality and time management



**Annexure - B**

**Monogram :**

**This monogram can use only the certified CCTI.**



**Certificate Number CCTI-00001/08**

**Annexure - C**

**Training Curriculum:**

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## Overview

In the Call Center training students should learn about the fundamentals of call center operations, including an overview of the industry, performance measurement and management, workforce planning, effective interviewing and hiring, and call center technology. The class should also provide a proven step-by-step approach to coaching for improved performance, including how to measure and record performance, conduct a performance "gap analysis", diagnose problems and develop an improvement plan, and apply the steps of positive discipline when performance does not improve. Courses facility should also include developing motivational programs to encourage ongoing performance excellence and employee retention.

### Introduction to Call Center Industry and the Profession

Call Center trainees should get an overview of the call center industry with a look at the demographics as well as the types and functions of call centers. They should also understand the roles and responsibilities in a call center and the benefits of the call center profession. Followings should be covered in general in training session.

- > Examine the demographics associated with today's call center industry.
- > Define the various types and functions of call centers.
- > Outline the various roles the call center may play in the organization.
- > Define the typical roles in a call center and the responsibilities of each.
- > Describe the call center profession and its benefits.

### Language Proficiency

#### *Effective Listening*

#### **Objectives**

Applying **effective listening** skills over the telephone presents unique challenges to the contact centre agent, when compared to face-to-face communications. Yet good listening is the criTIACI first step in any customer contact and is the key to understanding your customers' needs and to building and strengthening customer relationships

#### **Description**

Listening can be one of the most demanding aspects of contact centre communication and, when done well, one of the most rewarding. The Effective Listening Skills workshop should give your agents the skills they need to determine their customers' needs, gather important information and avoid misunderstanding and frustration, resulting in positive customer perception and increased customer loyalty.

#### **What topics should be covered?**

- > Assessing listening style and identifying areas for improvement
- > Avoiding the most common faults of poor listeners and the accompanying prescriptions to better listening
- > Applying and practicing empathetic listening

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- > Listening "non-visually" and "non-verbally"
  - > Taking notes and processing information effectively
  - > Accent Development
  - > Practical training

### Conversation Skill

#### **Objectives**

Like listening, **conversation skill** also poses challenge for call center agents, when compared to face to face communication. Yet good conversation skill is another pre-requisite to effective communication for building customer relationship.

#### **Description**

Conversation with the customer is one of most the demanding aspects of contract center. When done well, it is most rewarding. The effective conversation skill should give agents the skill they need to satisfy customer query, clear misunderstanding and frustration resulting in positive perception.

#### **What topics should be covered?**

- > Assessing conversation style and identifying areas of improvement
- > Avoid miss-communication by proper conversation
- > Inter-personal communication skill
- > Understanding skill for effective conversation
- > Ability to understand and respond as per demand
- > Familiar with call center equipment and tele-communication
- > Taking notes and processing information effectively
- > Cross culture training
- > Practical training
- > Interview practices

### Language Skill

#### **Objectives**

Like listening & conversation skill **language skill** also poses an unique challenge for call center agents, when compared to face to face communication. Yet good language skill is also

another pre-requisite to effective communication for building and strengthening customer relationship.

***Description***

Language skill with the customer is one of most the demanding aspects of contract center. When understood well, it becomes much easier for the agent to communicate most effectively. Done well, it is most rewarding. The effective language skill should give agents the skill they need to satisfy customer query, make them comfort resulting in positive perception and building customer relationship.

***What topics should be covered?***

- > Understanding language and responding accordingly
- > Avoid miss-communication by poor understanding of language
- > Fluency in language
- > Understanding different accent
- > Perfect sentence construction
- > Good writing skill
- > Understanding customer response
- > Customer Services Skills
- > Practical Training

**Computer - Telephone Interaction**

**Computer Basics**

- > Basic computer operations (Introduction to PC)
- > Applications and operating systems fundamentals
- > Appropriate typing methods and skills (Need to skill them in typing)
- > How to interact with different applications related to management of call management.  
The centre will have to impart practical training the agent in call centre software.

**Telephone Basics**

- > Different types of telephone used for computer aided customer services
- > Standard dialing procedures using different types of phones

- > Receiving Calls
- > Call forwarding
- > Call Transfer and conferencing
- > On-Hold Techniques: Learn a right way to put a caller on hold.
- > Call-Transferring: Learn the guided transfer and the description transfer.

## **An elaboration of the guideline Call Center Training Facilities**

### ***Content of the training programme***

1. Voice tone techniques that quickly build a healthy understanding with customers
2. Effective methods to guide and control a phone call
3. Techniques to create a positive first and lasting impression
4. Delivering a negative message in a positive way while increasing acceptance and understanding
5. How their frame of mind can help or hinder customer service excellence
6. Ways to satisfy a customer's emotional needs
7. How to transform an unhappy customer into a satisfied one without supervisor intervention
8. How to view telephone work as meaningful and rewarding
9. Determine a customer's needs and the best way to meet those needs
10. Choose the right words to communicate the sales message
11. Overcome fears of selling
12. Ask for a decision to get better results
13. Meet and melt buyer resistance for taking action – a new approach to overcoming objections
14. Open the call in a way that sets the stage for positive interactions
15. Use voice tone to build strong rapport
16. Approach the sale from the buyer's perspective
17. Develop current accounts to increase sales activity

### ***Evaluate the performance***

1. Define Positive and Negative Stress
2. Take a test to determine each participant's current stress level
3. Discover the importance of proper breathing to reduce stress
4. Participate in several individual and group stress reduction activities
5. Examine "the power of choice" and the effect your choices have
6. Learn "at-your-desk" techniques to practice during stressful situations

### ***Tools to identify and meet customer needs***

1. Better time management for each call
2. Methods to appropriately appeal to customer interest
3. Improved self-satisfaction by being a better communicator
4. Increased unity within a team dynamic
5. Recognize important communication signals more clearly

### ***Phone etiquette***

- ⇒ Preparation: Take certain preparation steps to listen better and concentrate.
- ⇒ A Strong Start: Learn to impress any caller by greeting.
- ⇒ Building Rapport: Learn proven techniques to build rapport with a caller.
- ⇒ Effective On-Hold Techniques: Learn a right way to put a caller on hold.
- ⇒ Effective Call-Transferring: Learn the guided transfer and the description transfer.
- ⇒ Speaking Clearly: Should be able to enunciate and speak clearly.
- ⇒ Proper Tone of Voice: Learn to treat each phone call as a separate performance.
- ⇒ Positive Speech: There are certain words and phrases that can quickly turn off a caller; conversely, there are words and phrases that are music to a caller's ears.
- ⇒ Effective Listening: Learn the right techniques for diffusing an angry caller.
- ⇒ Practice the Golden Rule: Should treat the caller with the same dignity and respect you extend to the owner of your company.

### *A Dummy Training Program for Telephone Skills*

- A fully customized phone training program designed to address your unique needs and challenges
- A report of what was learned from telephone customer service audits
- The Phone Coach's "best practices" for achieving telephone customer service excellence
- The different communication styles and how to identify them through speech, tone, and pace
- How to adopt or "flex" your communication style to match/mirror that of the caller
- How to handle difficult and problem calls
- Sample random business' telephone customer service experience via speakerphone
- Discussion and interaction
- Humor



**Annexure - E**

**Infrastructure & Facilities :**

- every institute must have an individual setup in any commercial premises with maintain the standard of a training institute.
- CCTI must have Lecture Room and Practical lab with the followings;
  - a) Computer with internet and LAN connectivity
  - b) Head Sets
  - c) Software (IVR or Predictive Dialer) or any customized S/w for training

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## Section : 2



**Bangladesh Telecommunication Regulatory Commission**  
5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> Floor, IEB Bhaban, Ramna, Dhaka-1000.



### APPLICATION FOR ACCREDITATION OF CCTI

#### A. APPLICANT PROFILE

1. Name of Applicant/ Representative of CCTI.	
2. Detail Address of Applicant/Representative of the CCTI including Phone, mail, FAX number and Contact person.	Separate sheet may used
3. List of Syllabus or Course Curriculum	Separate sheet may used
4. List of Trainers with their full CV and Photos	Separate sheet may used
5. Detail Organogram of the CCTI	Separate sheet may used
6. Technical specification of each equipment and details infrastructure and facilities.	Separate sheet may used
7. List of equipments and Employees with full details and photos.	Separate sheet may used

#### B. DECLARATION

- Has any Application for Accreditation of CCTI been rejected before?  Yes  No  
(if yes, please give date of application and reasons for rejection)
- Has any License issued previously to the Applicant/any Share Holder/Partner been cancelled?  
(if yes, please give details)  Yes  No

- 3. Do the Applicant/any Share Holder/Partner hold any other Operator Licenses from the Commission?  
 Yes  No  
(if yes, please give details)
- 4. I/We hereby certify that I/We have carefully read the guidelines/terms and conditions, for the Accreditation and I/We undertake to comply with the terms and conditions therein. (Terms and Conditions of **Accreditation Guidelines for CCTI** is available at **www.btrc.gov.bd**.)
- 5. I/We understand that this application if found incomplete in any respect and /or if found with conditional compliance shall be summarily rejected.
- 6. I/We understand that if at any time any information furnished for obtaining the Accreditation is found incorrect then the license if granted on the basis of such application shall deemed to be cancelled and shall be liable for action as per Bangladesh Telecommunication Act, 2001.

Date:  
Place:

Signature and name of the  
Applicant/Authorized  
Signatory with seal

Note: The completed application form is to be submitted to:

Director,  
Legal and Licensing,  
Bangladesh Telecommunication Regulatory Commission (BTRC)  
5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> Floor, IEB Bhaban, Ramna, Dhaka-1000.

