

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.  
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



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## CALL CENTER CUSTOMER SERVICE TRAINING IN THE PHILIPPINES EVERY CALL COUNTS

**Practical Contact Center Customer Service for Professional Call Handling, Customer Needs Discovery, Call Control, Resolution, De-escalation, Service Recovery, Documentation, Quality, and Customer Experience**

This program is strategically developed for organizations searching for **Call Center Customer Service Training in the Philippines, Training on Call Center Customer Service in the Philippines, Customer Service for Call Centers Training in the Philippines, Training on Customer Service for Call Centers in the Philippines, Contact Center Customer Service Training in the Philippines, Training on Contact Center Customer Service in the Philippines, Customer Service for Contact Centers Training in the Philippines, and Training on Customer Service for Contact Centers in the Philippines.**

The program is designed specifically for employees who serve customers through **voice-based call center and contact center interactions**, where customer experience is influenced not only by what the representative says, but also by:

- Tone of voice;
- listening quality;
- call structure;
- questioning;
- accuracy;
- ownership;
- call control;
- empathy;
- response time;
- resolution quality;
- hold management;
- transfer quality;
- escalation;
- documentation;
- and professional closure.

Unlike general Customer Service Training or basic Telephone Etiquette Training, this program addresses the realities of **high-volume customer service operations**, where representatives are expected to balance:

### **Customer Experience**

With

**Accuracy + Efficiency + Compliance + Resolution + Productivity**

The program introduces the proprietary **MSS C.A.L.L.C.A.R.E.™ Call Center Customer Service Framework**:

- **C — Connect Quickly and Create a Professional First Impression**
- **A — Acknowledge the Customer and Actively Listen**
- **L — Learn the Need Through Purposeful Questions and Clarification**
- **L — Lead the Call With Structure, Confidence, and Appropriate Call Control**
- **C — Create the Right Resolution or Coordinate the Next Best Action**
- **A — Address Emotion, Complaints, and Difficult Customer Situations**
- **R — Recover Service and Reinforce Customer Confidence**
- **E — End Professionally, Ensure Understanding, and Enter Accurate Documentation**

The complete call flow becomes:

**Connect → Acknowledge → Learn → Lead → Create → Address → Recover → End**

Following MSS Corporation's **EnterTRAINment** methodology, approximately **30% of the program consists of concise trainer input, demonstrations, facilitated discussion, and synthesis, while approximately 70% consists of actual call simulations, listening exercises, probing drills, call-control challenges, service-recovery scenarios, de-escalation practice, documentation exercises, QA observation, and workplace application.**

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## **TRAINING OVERVIEW**

A customer contacting a call center usually has a reason.

They may need to:

- Ask a question;
- clarify a charge;
- follow up an order;
- change information;
- report a problem;
- request assistance;
- dispute a transaction;
- complain about service;
- escalate an unresolved issue;
- cancel something;
- request a refund;
- understand a process;
- obtain technical assistance;
- or simply know what happens next.

The representative may be handling the customer's **first interaction with the organization.**

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Or the representative may be receiving a customer who has already:

- Called before;
- waited;
- been transferred;
- received conflicting information;
- repeated the same story;
- experienced a service failure;
- or become frustrated.

The representative therefore inherits not only the customer's question.

Sometimes, the representative inherits the **entire emotional history of the customer journey**.

A call center employee may know the correct process and still provide poor customer service by:

- Sounding uninterested;
- speaking too quickly;
- failing to listen;
- interrupting;
- asking the customer to repeat information unnecessarily;
- asking irrelevant questions;
- overusing scripts;
- sounding robotic;
- putting customers on hold without explanation;
- allowing long silence;
- transferring without context;
- telling customers to call another number themselves;
- blaming another department;
- repeating policy without explaining options;
- becoming defensive;
- arguing;
- escalating unnecessarily;
- making unauthorized promises;
- failing to summarize;
- documenting the interaction poorly;
- or ending the call before confirming resolution.

Call center customer service therefore requires a balance among several competing expectations:

**Customer**

“Understand me and help me.”

**Business**

“Resolve accurately and efficiently.”

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**Quality**

“Follow the required process.”

**Operations**

“Manage the call appropriately.”

**Compliance**

“Protect information and follow controls.”

**Representative**

“Handle the interaction professionally without losing control of the call.”

**Every Call Counts: Call Center Customer Service Training in the Philippines** develops the practical communication, customer-handling, call-management, resolution, de-escalation, service-recovery, and quality behaviors necessary to meet these expectations.

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**TRAINING GOAL**

To equip call center and contact center customer service representatives with the practical mindset, communication techniques, call-handling structure, active-listening skills, questioning techniques, call-control methods, resolution practices, de-escalation approaches, service-recovery behaviors, documentation disciplines, and quality awareness required to consistently deliver effective and professional customer service over the telephone.

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**TRAINING OBJECTIVES**

By the end of the program, participants should be able to:

1. **Explain** how each call influences the customer's perception of the organization;
2. **Differentiate** call center customer service from basic telephone etiquette;
3. **Apply** the MSS C.A.L.L.C.A.R.E.™ Call Center Customer Service Framework;
4. **Create** a professional opening within the organization's approved call flow;
5. **Use** appropriate voice tone, pace, volume, pronunciation, and verbal energy;
6. **Sound** professional, confident, natural, and customer-focused rather than robotic;
7. **Recognize** the importance of verbal presence when visual cues are unavailable;
8. **Listen** actively for facts, needs, emotions, and missing information;
9. **Avoid** unnecessary interruption;
10. **Identify** the customer's stated and underlying need;
11. **Ask** effective open, closed, probing, clarifying, and confirming questions;
12. **Paraphrase** customer concerns accurately;
13. **Separate** assumptions from verified information;
14. **Control** a call professionally without making the customer feel controlled;
15. **Guide** overly detailed or repetitive customers toward relevant information;

16. **Manage** silence appropriately;
17. **Use** hold correctly and professionally;
18. **Explain** the reason for hold where appropriate;
19. **Return** from hold professionally;
20. **Transfer** calls effectively while minimizing customer effort;
21. **Conduct** warm transfers where operationally appropriate;
22. **Avoid** unnecessary transfers and customer runaround;
23. **Take** ownership of customer concerns within authorized boundaries;
24. **Explain** products, processes, policies, charges, requirements, and next steps clearly;
25. **Use** positive and solution-oriented language;
26. **Avoid** blame-oriented, dismissive, defensive, or confrontational language;
27. **Set** realistic customer expectations;
28. **Avoid** overpromising;
29. **Recognize** emotional cues in a voice-only interaction;
30. **Demonstrate** empathy appropriately;
31. **Handle** complaints professionally;
32. **De-escalate** frustrated or angry customers;
33. **Differentiate** difficult situations from abusive or threatening behavior requiring escalation;
34. **Apply** service-recovery practices when an organizational service failure has occurred;
35. **Know** when to resolve, coordinate, escalate, or seek supervisory support;
36. **Confirm** resolution or next steps before ending the call;
37. **Summarize** important commitments accurately;
38. **Close** the interaction professionally;
39. **Document** the customer interaction accurately and sufficiently;
40. **Recognize** how documentation affects the next customer interaction;
41. **Balance** customer experience with efficiency and quality requirements;
42. **Explain** the purpose of common call center performance measures;
43. **Differentiate** quality from merely shortening calls;
44. **Recognize** behaviors that influence First Contact Resolution, Customer Satisfaction, Quality, and repeat contacts;
45. **Apply** learning during realistic call simulations; and
46. **Prepare** a practical customer service improvement commitment.

## LEARNING DOMAINS ADDRESSED

### Cognitive Domain

Participants strengthen understanding of call flow, customer needs, active listening, call control, resolution, escalation, complaints, service recovery, call-center metrics, documentation, and customer experience.

### Affective Domain

Participants strengthen empathy, patience, ownership, composure, professionalism, accountability, confidence, customer orientation, resilience, and willingness to help.

## **Psychomotor and Behavioral Domain**

Participants practice voice delivery, questioning, paraphrasing, call control, hold management, transfers, customer explanation, complaint handling, de-escalation, service recovery, documentation, and call closure.

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### **FROM POINT A TO POINT B**

#### **Point A: Before the Training**

Representatives may:

- Follow scripts mechanically;
- sound robotic;
- speak too quickly;
- sound tired or disengaged;
- use fillers excessively;
- interrupt customers;
- listen only for keywords;
- fail to identify the real need;
- ask too many questions;
- ask too few questions;
- repeat questions already answered;
- fail to paraphrase;
- lose control of lengthy calls;
- put customers on hold without expectation-setting;
- leave extended dead air;
- transfer calls unnecessarily;
- perform cold transfers;
- tell customers to contact another department themselves;
- blame systems or other teams;
- provide technically correct but confusing explanations;
- overuse technical jargon;
- repeat policy without explaining alternatives;
- sound defensive when challenged;
- take angry customers personally;
- argue;
- become emotionally affected by difficult calls;
- overpromise;
- escalate too early;
- escalate too late;
- fail to summarize;
- end calls abruptly;
- create incomplete notes;
- focus excessively on Average Handle Time;

- rush customers;
- overlook quality in the interest of speed;
- or provide temporary answers that generate repeat calls.

## Point B: After the Training

Participants should be better able to:

- Open calls professionally;
- sound natural and confident;
- listen for both facts and emotion;
- identify customer needs efficiently;
- ask purposeful questions;
- paraphrase accurately;
- maintain call structure;
- redirect conversations respectfully;
- manage hold and silence professionally;
- transfer appropriately;
- demonstrate ownership;
- explain information simply;
- manage expectations;
- communicate limitations professionally;
- handle complaints;
- regulate their own emotional responses;
- de-escalate customer frustration;
- recover service failures;
- escalate appropriately;
- confirm customer understanding;
- close positively;
- document accurately;
- contribute to First Contact Resolution;
- balance quality and efficiency;
- and create more consistent customer experiences.

## ORGANIZATIONAL CHALLENGES ADDRESSED

This **Customer Service for Call Centers Training in the Philippines** may help organizations address:

- Low customer satisfaction;
- poor quality scores;
- repeat calls;
- low First Contact Resolution;
- excessive transfers;
- long handle times caused by poor call control;

- short handle times caused by rushing customers;
- inconsistent call openings;
- robotic script delivery;
- poor listening;
- incomplete needs identification;
- customer complaints about representative attitude;
- poor empathy;
- repeated customer explanations;
- dead air;
- poor hold practices;
- unnecessary escalations;
- inconsistent complaint handling;
- weak de-escalation;
- representatives becoming defensive;
- representatives taking calls personally;
- poor service recovery;
- incorrect expectation-setting;
- overpromising;
- unclear policy explanations;
- incomplete case notes;
- poor handoffs;
- repeat contacts caused by incomplete information;
- inconsistent customer experience across representatives;
- poor alignment between quality and operations;
- representatives focusing only on Average Handle Time;
- onboarding programs requiring stronger customer-service application;
- organizations seeking to standardize customer-service call handling;
- and contact centers strengthening their service culture.

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## **WHAT IS CALL CENTER CUSTOMER SERVICE?**

Call Center Customer Service refers to customer assistance delivered primarily through telephone-based interactions in a structured customer contact operation.

Representatives may handle:

- Inquiries;
- requests;
- account concerns;
- complaints;
- order or transaction follow-ups;
- billing questions;
- service issues;

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- technical concerns;
- cancellations;
- retention concerns;
- escalations;
- service recovery.

The representative must simultaneously manage:

**The Customer**

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**The Conversation**

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**The Process**

•

**The System**

•

**The Required Outcome**

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## CALL CENTER VERSUS CONTACT CENTER

The terms are related but may have different scope.

### Call Center

Traditionally focuses heavily on voice interactions.

### Contact Center

May support multiple channels such as:

- Voice;
- email;
- chat;
- messaging;
- social media.

This program focuses primarily on **voice-based customer service**, making it relevant to both call centers and contact centers whose representatives handle telephone interactions.

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## CALL CENTER CUSTOMER SERVICE VERSUS TELEPHONE ETIQUETTE

Telephone Etiquette focuses primarily on professional telephone behavior such as:

- Greeting;
- voice tone;
- hold;

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- transfers;
- messages;
- closure.

Call Center Customer Service goes further.

It includes:

- Customer needs discovery;
- call control;
- customer ownership;
- resolution;
- complaint handling;
- difficult customers;
- de-escalation;
- service recovery;
- escalation;
- documentation;
- quality;
- customer-experience metrics.

Telephone etiquette is therefore one component of effective call center customer service.

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## **THE VOICE IS THE CUSTOMER'S VISUAL EXPERIENCE**

On a telephone call, customers cannot see:

- Facial expression;
- posture;
- gestures;
- smile;
- attentiveness.

They interpret professionalism through:

- Tone;
- pace;
- volume;
- pronunciation;
- energy;
- pauses;
- choice of words;
- confidence.

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The representative's **voice becomes part of the customer experience.**

## THE MSS C.A.L.L.C.A.R.E.™ CALL CENTER CUSTOMER SERVICE FRAMEWORK

### C — CONNECT QUICKLY AND CREATE A PROFESSIONAL FIRST IMPRESSION

The opening establishes the tone of the interaction.

Depending on organizational requirements, a professional opening may include:

1. Approved greeting;
2. company or department identification;
3. representative identification;
4. offer of assistance;
5. required verification.

Example structure:

“Thank you for calling [Company]. This is Ana. How may I assist you today?”

Actual language should follow the client's approved call standards.

## THE FIRST FEW SECONDS

Customers quickly form impressions regarding:

- Competence;
- confidence;
- attentiveness;
- willingness to help;
- professionalism.

Representatives should avoid sounding:

- Rushed;
- bored;
- robotic;
- distracted;
- overly scripted.

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## VOICE QUALITY

Important elements include:

### **Tone**

Should match the customer's situation appropriately.

### **Pace**

Fast enough to sound confident but slow enough to remain understandable.

### **Volume**

Clearly audible without sounding aggressive.

### **Pronunciation**

Important especially when communicating names, numbers, dates, or technical information.

### **Energy**

Professional verbal energy helps customers perceive attentiveness.

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## SCRIPT VERSUS NATURAL COMMUNICATION

Scripts can:

- Protect consistency;
- support compliance;
- guide call flow.

However, representatives should understand the **purpose** behind approved scripts so required language does not sound artificially memorized.

Where the organization requires exact wording, representatives should follow it exactly.

Where flexibility is allowed, delivery can remain natural.

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## A — ACKNOWLEDGE THE CUSTOMER AND ACTIVELY LISTEN

Before solving, understand.

A customer may begin:

“I've already called three times and nobody has fixed this.”

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Important information exists in both:

**Content**

The concern is unresolved.

**Emotion**

The customer may already be frustrated.

The representative should listen to both.

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**ACTIVE LISTENING IN A CALL CENTER**

Useful behaviors include:

- Avoid unnecessary interruption;
- listen for key details;
- note relevant information;
- identify missing information;
- recognize emotional language;
- use appropriate verbal acknowledgments;
- paraphrase;
- clarify.

Because the customer cannot see nonverbal listening, representatives may need **verbal indicators of attention**.

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**VERBAL ACKNOWLEDGMENT**

Appropriate verbal listening may include:

“I understand.”

“I see.”

“Thank you for explaining that.”

The representative should avoid excessive or repetitive verbal fillers that sound mechanical.

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**DO NOT INTERRUPT TOO EARLY**

Representatives may recognize the issue quickly because they hear similar calls repeatedly.

But interrupting the customer too early may:

- Miss important information;
- create frustration;

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- make the customer feel unheard;
- produce an incorrect diagnosis.

Listen sufficiently before taking control.

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## **L — LEARN THE NEED THROUGH PURPOSEFUL QUESTIONS AND CLARIFICATION**

The customer's first statement may not reveal the complete problem.

Effective representatives investigate efficiently.

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## **STATED NEED VERSUS ACTUAL NEED**

Customer says:

"I want to cancel."

Possible underlying reasons:

- Unexpected charge;
- service failure;
- product issue;
- financial concern;
- misunderstanding.

The representative should determine what the customer actually needs before selecting the response.

---

## **QUESTIONING TECHNIQUES**

### **Open Questions**

"Can you tell me what happened?"

Useful for obtaining context.

### **Closed Questions**

"Was the payment made today?"

Useful for confirming facts.

### **Probing Questions**

"What happened after you received the confirmation?"

Useful for deeper diagnosis.

### **Clarifying Questions**

“When you say it was rejected, what message appeared?”

Useful for preventing assumptions.

### **Confirming Questions**

“So the issue is that you were charged twice for the same transaction. Is that correct?”

Useful before moving to resolution.

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## **QUESTION WITH A PURPOSE**

Avoid asking questions merely because they appear on a checklist.

Every question should help:

- Verify;
- diagnose;
- determine eligibility;
- identify the correct process;
- select the next action.

---

## **AVOID REPEATED QUESTIONS**

If information is already:

- Provided by the customer;
- visible in the system;
- documented by the previous representative;

do not unnecessarily require repetition unless verification or policy requires it.

Customer effort affects experience.

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## **PARAPHRASING**

A useful transition is:

“Let me make sure I've understood correctly...”

Then summarize the essential issue.

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This demonstrates listening and reduces incorrect resolution.

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## **L — LEAD THE CALL WITH STRUCTURE, CONFIDENCE, AND APPROPRIATE CALL CONTROL**

Customer service requires listening.

It also requires leadership of the conversation.

Call control means helping the interaction move efficiently toward a useful outcome without sounding dismissive or controlling.

---

## **WHAT GOOD CALL CONTROL LOOKS LIKE**

The representative:

- Allows the customer to explain;
- identifies relevant information;
- redirects when necessary;
- structures the conversation;
- manages excessive detail;
- sets expectations;
- maintains progress.

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## **REDIRECTING A CUSTOMER**

A customer may provide a long story containing irrelevant details.

Avoid:

“That's not relevant.”

Consider:

“Thank you for explaining that. To make sure I can resolve this correctly, may I confirm what happened immediately after the payment was made?”

The representative respects the customer while guiding the call.

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## MANAGING SILENCE

Sometimes representatives need to:

- Review information;
- navigate systems;
- calculate;
- read account notes.

Long unexplained silence may make the customer think:

- The call disconnected;
- the representative is distracted;
- nothing is happening.
- 

Where appropriate, explain what you are doing.

“I'm reviewing the transaction history now. This will take about 30 seconds.”

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## PROFESSIONAL HOLD MANAGEMENT

Before hold:

1. Explain why;
2. ask permission or inform according to policy;
3. provide realistic time expectation where possible.

Example:

“May I place you on hold for approximately two minutes while I verify that with Billing?”

After hold:

“Thank you for waiting.”

Avoid repeatedly placing customers on hold because the representative did not investigate thoroughly.

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## TRANSFER MANAGEMENT

A transfer should solve a routing need—not simply move the problem away.

Before transfer:

- Confirm the correct destination;
- explain why;
- tell the customer what will happen;

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- provide context to the receiving representative when possible.

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## WARM TRANSFER

Where systems and procedures allow, a warm transfer may involve:

1. Placing customer briefly on hold;
2. contacting receiving team;
3. explaining issue;
4. connecting customer.

This reduces:

**“Please explain everything again.”**

---

## C — CREATE THE RIGHT RESOLUTION OR COORDINATE THE NEXT BEST ACTION

Once the need is understood, the representative should determine:

**What can I appropriately do?**

Possible outcomes include:

- Resolve directly;
- educate;
- process;
- troubleshoot;
- coordinate;
- escalate;
- schedule;
- document;
- refer appropriately.

---

## OWNERSHIP

Ownership means helping move the concern toward resolution within one's authority.

It does not mean promising outcomes the representative cannot control.

Avoid:

“That's another department's problem.”

Use:

“That request is handled by Billing. I'll explain the next step and make sure you know what to expect.”

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## POSITIVE SERVICE LANGUAGE

Instead of:

“I can't do that.”

Consider:

“What I can do is...”

Instead of:

“You need to wait.”

Consider:

“Processing normally takes up to 24 hours. Once completed, you'll receive...”

Instead of:

“That's our policy.”

Consider:

“The requirement is necessary because \_\_\_\_\_. The available options are...”

---

## ACCURACY BEFORE CONFIDENCE

A confident answer that is wrong creates a bigger customer-service problem.

Representatives should verify when uncertain.

“Let me confirm that so I can give you the correct information.”

This is better than guessing.

---

## SET EXPECTATIONS

Before ending or transitioning, customers should understand:

- What was done;
- what remains;
- who owns the next step;
- when it should happen;
- what the customer must do;
- when to contact the organization again if needed.

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## DO NOT OVERPROMISE

Avoid:

“I guarantee this will be fixed today.”

unless the representative actually has the authority and organizational basis to guarantee it.

Prefer:

“The standard processing time is within 24 hours. I've already submitted the request, and this is the reference number.”

Trust depends on accurate expectations.

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## A — ADDRESS EMOTION, COMPLAINTS, AND DIFFICULT CUSTOMER SITUATIONS

A representative may inherit customer emotion created by something the representative did not personally cause.

The customer may be:

- Frustrated;
- angry;
- worried;
- confused;
- disappointed;
- impatient.

The representative still owns the **current interaction**.

---

## EMOTION VERSUS ISSUE

A strong representative separates:

### Emotion

How the customer feels.

### Issue

What objectively needs to be resolved.

Both may require attention.

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## EMPATHY

Empathy acknowledges the customer's experience.

Examples:

“I understand how frustrating it would be to call again about the same issue.”

“I can understand why that unexpected charge would concern you.”

Empathy does not automatically mean:

- Agreeing with every statement;
- admitting liability;
- bypassing policy;
- promising compensation.

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## DE-ESCALATION

A practical sequence may involve:

1. **Listen**
2. **Acknowledge**
3. **Clarify**
4. **Lower the emotional temperature**
5. **Refocus on the issue**
6. **Offer the appropriate action**
7. **Confirm next steps**

---

## DO NOT MATCH CUSTOMER ANGER

When the customer raises their voice, the representative should generally avoid:

- Raising voice in return;
- sarcasm;
- arguing;
- challenging the customer personally;
- sounding offended.

Professional composure helps stabilize the interaction.

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## PHRASES THAT CAN ESCALATE THE CALL

Avoid where inappropriate:

“Calm down.”

“That's not my fault.”

“I already told you.”

“There's nothing I can do.”

“You should have...”

“You need to listen to me.”

“That's company policy.”

Better communication focuses on:

**Acknowledgment + Options + Next Steps**

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## ABUSIVE OR THREATENING CUSTOMERS

Customer service does not require employees to tolerate:

- Threats;
- harassment;
- discriminatory abuse;
- sexual harassment;
- violence-related statements;
- conduct prohibited by organizational policy.

Representatives should follow approved:

- Warning language;
- supervisor escalation;
- security procedures;
- call termination protocols;
- incident documentation.

Training scenarios should always align with the client's actual policies.

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## R — RECOVER SERVICE AND REINFORCE CUSTOMER CONFIDENCE

A customer contacting the call center may already have experienced a service failure.

Examples:

- Incorrect information;
- missed commitment;

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- repeat contact;
- wrong billing;
- delayed processing;
- failed delivery;
- system issue;
- previous poor interaction.

Service recovery aims to restore confidence where reasonably possible.

---

## THE MSS CALL CENTER SERVICE RECOVERY SEQUENCE

### 1. Recognize

Acknowledge what went wrong.

### 2. Relate

Recognize the customer impact appropriately.

### 3. Resolve

Take the authorized corrective action.

### 4. Reassure

Explain what happens next.

### 5. Reinforce

Confirm understanding and confidence before closure.

---

## APOLOGIZING PROFESSIONALLY

An appropriate service apology may be:

“I’m sorry you’ve had to contact us again about this.”

or:

“I apologize for the inconvenience caused by the delay.”

Representatives should follow organizational guidance regarding wording for sensitive, regulated, or liability-related situations.

---

## **SERVICE RECOVERY DOES NOT MEAN GIVING EVERYTHING AWAY**

Recovery should remain within:

- Policy;
- authority;
- approved compensation limits;
- legal requirements;
- business controls.

The goal is not appeasement at any cost.

It is appropriate resolution and restored confidence.

---

## **ESCALATION**

Escalate when:

- Required authority exceeds representative limits;
- supervisor review is required;
- policy exception is requested;
- complaint involves serious misconduct;
- legal or regulatory concern exists;
- security issue exists;
- customer makes threats;
- repeated efforts cannot resolve the concern;
- specialized expertise is required.

---

## **GOOD ESCALATION CONTAINS CONTEXT**

Provide:

- Customer identity;
- concern;
- relevant facts;
- actions already taken;
- requested outcome;
- urgency;
- reference information.

Do not transfer an emotional customer to another employee with no context.

---

## **E — END PROFESSIONALLY, ENSURE UNDERSTANDING, AND ENTER ACCURATE DOCUMENTATION**

A call is not complete merely because the representative has answered the immediate question.

A professional close confirms:

- Resolution;
- next steps;
- customer understanding;
- required actions;
- documentation.

---

## **SUMMARIZE BEFORE CLOSING**

Example:

“To summarize, I've submitted the billing correction today. Your reference number is 27485. The review normally takes two business days, and you'll receive an SMS once completed.”

This reduces uncertainty and repeat calls.

---

## **CHECK FOR ADDITIONAL NEEDS**

Where appropriate:

“Is there anything else I can assist you with today?”

The wording may follow the organization's required call script.

---

## **PROFESSIONAL CLOSURE**

A close may include:

- Resolution confirmation;
- additional assistance check;
- appreciation;
- company-approved closing statement.

---

## **ACCURATE DOCUMENTATION**

Call notes should help the next representative understand:

- Why the customer called;

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- what was verified;
- what happened;
- what action was taken;
- what commitment was made;
- what follow-up is required.

Weak note:

“Customer called. Resolved.”

Better note:

“Customer disputed duplicate ₱1,250 charge dated Aug. 18. Verified transaction history. Billing adjustment request BR-27485 submitted. Advised customer of two-business-day review. No further action required from customer.”

---

## DOCUMENT FOR THE NEXT INTERACTION

A useful standard is:

**Could another representative understand what happened without asking the customer to repeat everything?**

---

## CALL CENTER SERVICE QUALITY

Call center service should balance:

### Effectiveness

Was the customer helped correctly?

### Efficiency

Was the interaction handled appropriately without unnecessary delay?

### Experience

Did the customer feel heard, respected, and supported?

### Compliance

Were required procedures followed?

### Documentation

Was the interaction captured accurately?

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## COMMON CALL CENTER CUSTOMER SERVICE METRICS

The training can contextualize metrics according to the client's actual operational environment.

### **Customer Satisfaction — CSAT**

Measures customer satisfaction with the service experience.

### **First Contact Resolution — FCR**

Measures whether the customer's concern was resolved without unnecessary repeat contact.

### **Quality Assurance — QA**

Evaluates adherence to required customer-service and process standards.

### **Average Handle Time — AHT**

Tracks average time associated with handling customer interactions.

AHT should not be interpreted simply as:

**“Shorter is always better.”**

A call that is rushed and creates repeat contact may be operationally less efficient overall.

### **Transfer Rate**

Measures how often calls are transferred.

### **Repeat Contact Rate**

Tracks customers contacting the organization again for the same or related issue.

### **Escalation Rate**

Tracks interactions requiring escalation.

### **After-Call Work — ACW**

Measures work required after the live interaction, such as documentation.

## QUALITY VERSUS SPEED

A strong contact center should avoid creating a false choice between:

**Customer Experience**

And

**Efficiency**



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The objective is:

**Efficient resolution without sacrificing accuracy, compliance, or customer experience.**

## ONE-DAY CALL CENTER CUSTOMER SERVICE TRAINING OUTLINE

| Time             | Modules and Essential Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Major Activity and Participant Output                                                                                                                                                                                                                                                                                                                                                                               |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM–10:00 AM | <p><b>MODULE 1: CONNECT, ACKNOWLEDGE, AND LEARN—PROFESSIONAL CALL OPENING, VOICE SKILLS, ACTIVE LISTENING, AND NEEDS DISCOVERY</b></p> <p><b>1. The Customer Experience in a Call Center Environment</b></p> <ul style="list-style-type: none"> <li>• Every call as a moment of truth</li> <li>• Customer expectations versus business requirements</li> </ul> <p><b>2. Introducing the MSS C.A.L.L.C.A.R.E.™ Framework</b></p> <ul style="list-style-type: none"> <li>• Connect, Acknowledge, Learn, Lead, Create, Address, Recover, End</li> </ul> <p><b>3. Professional Call Opening and Voice Presence</b></p> <ul style="list-style-type: none"> <li>• Tone</li> <li>• pace</li> <li>• volume</li> <li>• pronunciation</li> <li>• confidence</li> <li>• sounding natural within approved scripts</li> </ul> <p><b>4. Active Listening</b></p> <ul style="list-style-type: none"> <li>• Facts, emotion, missing information</li> <li>• verbal listening indicators</li> <li>• interruption control</li> </ul> <p><b>5. Customer Needs Discovery</b></p> <ul style="list-style-type: none"> <li>• Open, closed, probing, clarifying, and confirming questions</li> <li>• paraphrasing</li> <li>• stated versus underlying needs</li> </ul> | <p><b>Major Activity: Listen Before You Solve Call Laboratory</b> — Participants handle short customer calls in which the initial statement does not reveal the full issue. Representatives must establish rapport, listen, probe, clarify, and accurately summarize the customer need before recommending any action.</p> <p><b>Major Output: C.A.L.L. Customer Needs Discovery and Call Opening Scorecard</b></p> |



| 10:00 AM–10:15 AM               | MORNING BREAK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>10:15 AM–12:00 NN</b></p> | <p><b>MODULE 2: LEAD AND CREATE—CALL CONTROL, HOLD, TRANSFERS, OWNERSHIP, AND CUSTOMER RESOLUTION</b></p> <p><b>1. Professional Call Control</b></p> <ul style="list-style-type: none"> <li>• Guiding rather than dominating</li> <li>• redirecting lengthy conversations</li> <li>• managing dead air</li> </ul> <p><b>2. Hold Management</b></p> <ul style="list-style-type: none"> <li>• Reason</li> <li>• expectation</li> <li>• permission according to policy</li> <li>• return from hold</li> </ul> <p><b>3. Professional Transfers</b></p> <ul style="list-style-type: none"> <li>• Avoiding customer runaround</li> <li>• warm versus cold transfer</li> <li>• transferring context</li> </ul> <p><b>4. Service Ownership</b></p> <ul style="list-style-type: none"> <li>• Resolve versus coordinate versus escalate</li> <li>• avoiding blame</li> </ul> <p><b>5. Creating the Resolution</b></p> <ul style="list-style-type: none"> <li>• Accurate explanations</li> <li>• positive language</li> <li>• policy explanations</li> <li>• expectation-setting</li> <li>• avoiding overpromising</li> </ul> | <p><b>Major Activity: Call Control and Resolution Challenge</b> — Participants handle evolving customer scenarios involving long explanations, system research, hold, internal coordination, transfers, policy limitations, and expectation management while maintaining customer confidence.</p> <p><b>Major Output:</b> Call Control, Ownership, Resolution, and Transfer Decision Guide</p> |
| 12:00 NN–1:00 PM                | LUNCH BREAK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>1:00 PM–3:00 PM</b></p>   | <p><b>MODULE 3: ADDRESS AND RECOVER—COMPLAINT HANDLING, DE-ESCALATION, DIFFICULT CUSTOMERS, AND SERVICE RECOVERY</b></p> <p><b>1. Understanding Customer Emotion</b></p> <ul style="list-style-type: none"> <li>• Content versus emotion</li> <li>• recognizing frustration without visual cues</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p><b>Major Activity: Difficult Customer Call Simulation</b> — Participants handle escalating customer situations involving repeat calls, missed commitments, incorrect information, billing disputes, delays, or service failures. Observers evaluate composure, empathy, call control, resolution, recovery, and escalation judgment.</p>                                                    |

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | <p><b>2. Empathy That Sounds Genuine</b></p> <ul style="list-style-type: none"> <li>• Acknowledgment versus agreement</li> <li>• avoiding scripted empathy</li> </ul> <p><b>3. De-escalating Difficult Calls</b></p> <ul style="list-style-type: none"> <li>• Listen → Acknowledge → Clarify → Refocus → Resolve</li> <li>• managing one's own emotional response</li> </ul> <p><b>4. Complaint Handling and Escalation</b></p> <ul style="list-style-type: none"> <li>• Resolve within authority</li> <li>• supervisor escalation</li> <li>• inappropriate or abusive behavior</li> </ul> <p><b>5. Service Recovery</b></p> <ul style="list-style-type: none"> <li>• Recognize → Relate → Resolve → Reassure → Reinforce</li> <li>• rebuilding confidence after a service failure</li> </ul> | <p><b>Major Output:</b> Complaint Handling, De-escalation, and Service Recovery Call Guide</p>                                                                                                                                                                                                                                                                                                                                                                 |
| <b>3:00 PM–3:15 PM</b> | <b>AFTERNOON BREAK</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>3:15 PM–5:00 PM</b> | <p><b>MODULE 4: END WITH QUALITY—CALL CLOSURE, DOCUMENTATION, QA, METRICS, AND CONSISTENT CUSTOMER EXPERIENCE</b></p> <p><b>1. Professional Call Closure</b></p> <ul style="list-style-type: none"> <li>• Resolution confirmation</li> <li>• summary</li> <li>• next steps</li> <li>• additional assistance</li> <li>• approved closing</li> </ul> <p><b>2. Accurate Call Documentation</b></p> <ul style="list-style-type: none"> <li>• Relevant facts</li> <li>• action</li> <li>• commitments</li> <li>• follow-up • reducing customer repetition</li> </ul> <p><b>3. Customer Service Quality</b></p> <ul style="list-style-type: none"> <li>• Accuracy</li> <li>• efficiency</li> <li>• experience</li> </ul>                                                                            | <p><b>Major Activity: C.A.L.L.C.A.R.E.™ Customer Service Championship</b> — Participants manage an end-to-end call from opening through needs discovery, call control, resolution, difficult-customer handling where applicable, service recovery, closure, and documentation. Calls are assessed using an MSS-style QA scorecard. <b>Major Output:</b> Individual Call Center Customer Service QA Scorecard and 30-Day C.A.L.L.C.A.R.E.™ Improvement Plan</p> |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                    |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|                | <ul style="list-style-type: none"> <li>• compliance</li> <li>• documentation</li> </ul> <p><b>4. Understanding Call Center Metrics</b></p> <ul style="list-style-type: none"> <li>• CSAT</li> <li>• FCR</li> <li>• QA</li> <li>• AHT</li> <li>• repeat contacts</li> <li>• transfers</li> <li>• escalation</li> <li>• ACW</li> </ul> <p><b>5. Balancing Quality and Productivity</b></p> <ul style="list-style-type: none"> <li>• Why speed alone is not service excellence</li> <li>• individual behavioral commitments</li> </ul> |                                                                                    |
| <b>5:00 PM</b> | <b>PROGRAM CLOSING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Learning synthesis, individual commitments, evaluation, and recommended next steps |

## MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **C.A.L.L. Customer Needs Discovery and Call Opening Scorecard**
2. **Call Control, Ownership, Resolution, and Transfer Decision Guide**
3. **Complaint Handling, De-escalation, and Service Recovery Call Guide**
4. **Individual Call Center Customer Service QA Scorecard and 30-Day C.A.L.L.C.A.R.E.™ Improvement Plan**

## SAMPLE CALL CENTER CUSTOMER SERVICE SITUATIONS

Training scenarios may be customized around:

- Billing inquiry;
- duplicate charge;
- payment not posted;
- incorrect account information;
- missing order;
- delayed delivery;
- status follow-up;
- product question;

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- service cancellation;
- refund request;
- warranty inquiry;
- membership concern;
- missing document;
- account verification;
- system error;
- technical issue;
- customer asking for policy exception;
- customer calling a second or third time;
- customer transferred previously;
- representative needing to place customer on hold;
- wrong department reached;
- customer providing excessive detail;
- customer repeatedly interrupting;
- customer refusing troubleshooting;
- angry customer;
- anxious customer;
- customer demanding a supervisor;
- customer complaining about another representative;
- missed company commitment;
- incorrect information previously given;
- customer disputing a charge;
- customer wanting immediate resolution outside standard turnaround;
- abusive customer;
- customer threatening escalation;
- representative needing to escalate;
- customer satisfied with resolution but needing clear next steps.

---

## CALL CENTER CUSTOMER SERVICE LANGUAGE LAB

Participants may practice replacing unhelpful language.

Instead of:

**“I don’t know.”**

Use:

**“Let me verify that for you.”**

Instead of:

**“That’s not our department.”**

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Use:

**“That concern is handled by our Billing team. Let me help connect you correctly.”**

Instead of:

**“You have to wait.”**

Use:

**“The standard processing time is two business days. Once completed, you'll receive...”**

Instead of:

**“There's nothing I can do.”**

Use:

**“The available options within my authority are...”**

Instead of:

**“Calm down.”**

Use:

**“I understand this has been frustrating. Let me review what has happened so we can determine the next step.”**

Instead of:

**“As I already told you...”**

Use:

**“Let me clarify that point.”**

---

## **TRAINING METHODS**

This **Training on Customer Service for Call Centers in the Philippines** follows MSS Corporation's **EnterTRAINment** methodology:

- Approximately **30% concise trainer input, demonstration, facilitated discussion, and synthesis**
- Approximately **70% call simulations, voice drills, listening exercises, questioning practice, call-control scenarios, customer-resolution challenges, difficult-customer calls, service-recovery simulations, documentation practice, and QA feedback**

Methods may include:

- Customer-service self-assessment;
- voice-quality exercises;
- script-versus-natural-delivery drills;

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- listening-for-detail activity;
- customer-needs discovery;
- questioning exercises;
- paraphrasing practice;
- call-control scenarios;
- dead-air management;
- hold-management simulation;
- transfer simulation;
- service-ownership challenge;
- positive-language conversion;
- expectation-management scenarios;
- empathy drills;
- complaint-handling practice;
- emotional-customer simulations;
- de-escalation exercises;
- service-recovery scenarios;
- escalation-decision cases;
- call-closing practice;
- case-note documentation;
- QA listening;
- peer coaching;
- facilitator feedback;
- individual action planning.

## TARGET PARTICIPANTS

This **Contact Center Customer Service Training in the Philippines** is recommended for:

- Call Center Customer Service Representatives;
- Contact Center Representatives;
- Customer Service Associates;
- Customer Care Representatives;
- Customer Experience Representatives;
- Inbound Call Center Agents;
- Voice Support Representatives;
- Help Desk Representatives handling customer calls;
- Technical Support Representatives requiring customer-service capability;
- Billing Support Representatives;
- Collections Service Personnel requiring customer-sensitive communication;
- Healthcare Contact Center Representatives;
- Banking Contact Center Personnel;
- Insurance Customer Service Representatives;
- Telecommunications Contact Center Representatives;

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- E-commerce Customer Support Representatives;
- Shared Services Customer Support personnel;
- Government hotline personnel;
- Reservations agents;
- service desk personnel;
- newly hired contact center employees;
- experienced agents requiring customer-service refresher training;
- Team Leaders requiring a common coaching framework;
- Quality Analysts requiring a behavioral customer-service framework; and
- employees who regularly provide customer service through telephone or voice contact channels.

## **INDUSTRIES THAT MAY BENEFIT**

The program may be customized for:

- BPO;
- contact center;
- shared services;
- banking;
- financial services;
- insurance;
- telecommunications;
- e-commerce;
- retail;
- healthcare;
- hospitals;
- utilities;
- logistics;
- transportation;
- travel;
- hospitality;
- real estate;
- government;
- education;
- technology;
- subscription services;
- automotive;
- professional services;
- membership organizations;
- consumer services.

---

## RECOMMENDED NUMBER OF PARTICIPANTS

Approximately **10 to 18 participants** is ideal for intensive call simulations, individual observation, playback discussions where available, and facilitator coaching.

Groups of approximately 20 to 25 participants may be accommodated using:

- Agent-customer-observer triads;
- breakout teams;
- simultaneous simulation stations;
- QA scorecards;
- peer coaching;
- additional facilitation support.

---

## DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- live virtual instructor-led training;
- hybrid training;
- call center onboarding;
- nesting preparation;
- refresher training;
- customer-experience improvement program;
- quality-improvement intervention;
- contact center academy;
- Team Leader development initiative;
- BPO customer-service development program;
- customized training-and-consultancy engagement.

---

## AVAILABLE PROGRAM FORMATS

### Half-Day Call Center Customer Service Essentials

Exactly two modules:

#### **Module 1 — Connect, Listen, and Discover**

Professional call opening, voice skills, active listening, questioning, and customer needs.

#### **Module 2 — Resolve, Recover, and Close**

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Ownership, complaint handling, service recovery, resolution, and professional closure.  
Recommended for experienced representatives requiring a focused refresher.

---

### One-Day Call Center Customer Service Training

Recommended for the complete **MSS C.A.L.L.C.A.R.E.™ Call Center Customer Service Framework:**  
**Connect → Acknowledge → Learn → Lead → Create → Address → Recover → End**

---

### Two-Day Intensive Call Center Customer Service Workshop

Recommended when the organization requires deeper practice involving:

- Extensive voice coaching;
- multiple monitored simulations;
- actual call listening where permitted;
- difficult customers;
- de-escalation;
- complaint handling;
- service recovery;
- quality calibration;
- call documentation;
- individual coaching.

---

### Call Center Customer Service Academy

May include:

1. Customer Service Mindset
2. Telephone Etiquette
3. Voice and Verbal Communication
4. Active Listening
5. Customer Needs Discovery
6. Call Control
7. Customer Resolution
8. Complaint Handling
9. De-escalation
10. Service Recovery
11. Documentation
12. QA and Customer Service Metrics
13. Practical Call Assessment

---

## CUSTOMIZATION OPTIONS

This **Training on Contact Center Customer Service in the Philippines** may be customized using the client's:

- Call flow;
- call scripts;
- QA scorecard;
- opening and closing standards;
- verification requirements;
- hold procedures;
- transfer policies;
- escalation matrix;
- knowledge base;
- customer profiles;
- actual anonymized customer calls where legally and organizationally permitted;
- recurring customer complaints;
- CSAT results;
- QA findings;
- FCR data;
- AHT data;
- transfer rates;
- repeat-contact data;
- complaint categories;
- call disposition codes;
- CRM documentation standards;
- customer journey;
- company policies;
- products and services.

For maximum relevance, scenarios can mirror the organization's **actual call drivers**.

---

## POSSIBLE POST-TRAINING PERFORMANCE INDICATORS

Organizations may evaluate application through:

- Customer Satisfaction Score;
- First Contact Resolution;
- QA score;
- repeat-contact rate;
- transfer rate;
- escalation rate;
- complaint rate;

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- call-opening compliance;
- call-closing compliance;
- empathy score;
- active-listening score;
- documentation accuracy;
- call-control quality;
- service-recovery quality;
- resolution accuracy;
- Average Handle Time;
- After-Call Work;
- adherence to hold standards;
- customer-effort indicators;
- supervisor coaching observations.

Metrics should be interpreted together.

For example:

**Lower AHT + Lower FCR + Higher Repeat Contacts**

may indicate agents are ending calls quickly rather than resolving them effectively.

The desired outcome is not merely:

**“Handle calls faster.”**

It is:

**“Resolve customer needs as accurately, efficiently, professionally, and completely as reasonably possible.”**

---

## **PROFESSIONAL, SECURITY, AND COMPLIANCE BOUNDARIES**

The program develops customer-service capability.

It does not replace organizational controls involving:

- Identity verification;
- data privacy;
- financial authorization;
- regulated disclosures;
- account security;
- fraud procedures;
- medical confidentiality;
- legal compliance;
- mandatory scripts;

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- escalation procedures;
- abusive-customer protocols;
- emergency procedures.

Participants should follow the client's approved policies.

A representative should never compromise required security or compliance simply to satisfy a customer.

## FREQUENTLY ASKED QUESTIONS

### **What is Call Center Customer Service Training in the Philippines?**

**Call Center Customer Service Training in the Philippines** develops the practical voice, listening, questioning, call-control, resolution, complaint-handling, de-escalation, service-recovery, documentation, and quality skills required to provide effective customer service through telephone-based interactions.

### **What is Training on Call Center Customer Service in the Philippines?**

**Training on Call Center Customer Service in the Philippines** prepares customer service representatives to manage the complete call from professional opening through customer needs discovery, resolution, difficult-customer management, service recovery, closure, and documentation.

### **What is Customer Service for Call Centers Training in the Philippines?**

**Customer Service for Call Centers Training in the Philippines** focuses on the service behaviors required in high-volume voice environments where representatives must balance customer experience, accuracy, efficiency, resolution, process compliance, and productivity.

### **What is Training on Customer Service for Call Centers in the Philippines?**

**Training on Customer Service for Call Centers in the Philippines** equips agents to listen actively, discover customer needs, control calls professionally, resolve concerns, manage hold and transfers, handle complaints, and close interactions effectively.

### **What is Contact Center Customer Service Training in the Philippines?**

**Contact Center Customer Service Training in the Philippines** develops customer-service capability for employees working in multi-channel contact centers, with this program specifically emphasizing telephone and voice interactions.

### **What is Training on Contact Center Customer Service in the Philippines?**

**Training on Contact Center Customer Service in the Philippines** develops professional voice-based customer-service behavior using structured call handling, needs discovery, ownership, de-escalation, service recovery, and quality practices.

### **What is Customer Service for Contact Centers Training in the Philippines?**

**Customer Service for Contact Centers Training in the Philippines** strengthens the customer-service capability of representatives who support customers through organized contact operations.

**What is Training on Customer Service for Contact Centers in the Philippines?**

**Training on Customer Service for Contact Centers in the Philippines** helps representatives provide more consistent customer experiences while balancing service quality, operational efficiency, resolution, and organizational standards.

**Is this the same as Telephone Etiquette Training?**

No.

Telephone Etiquette is included but Call Center Customer Service Training is broader.

It covers:

- Needs discovery;
- call control;
- resolution;
- complaints;
- de-escalation;
- service recovery;
- documentation;
- QA;
- call-center metrics.

**Does it cover voice and tone?**

Yes.

Voice delivery is important because customers cannot see the representative.

**Does it cover active listening?**

Yes.

Active listening and customer-needs discovery form a major part of Module 1.

**Does it cover questioning and probing?**

Yes.

Participants practice open, closed, probing, clarifying, and confirming questions.

**Does it cover call control?**

Yes.

Participants learn to guide conversations toward resolution without making customers feel dismissed.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.  
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

**Does it teach hold procedures?**

Yes.

Hold management is practiced according to professional customer-service principles and may be customized to the client's standards.

**Does it teach call transfers?**

Yes.

Participants learn when and how to transfer appropriately, including warm-transfer principles where operationally applicable.

**Does it cover difficult customers?**

Yes.

Participants practice emotionally charged customer interactions.

**Does it cover de-escalation?**

Yes.

De-escalation is a major component of Module 3.

**Does it cover service recovery?**

Yes.

Participants learn how to restore customer confidence following a legitimate service failure.

**Does it cover angry customers?**

Yes.

Scenarios may include frustrated, angry, impatient, or repeat-contact customers.

**Does it address abusive customers?**

Yes, within organizational boundaries.

Representatives should follow approved warning, escalation, security, or call-termination procedures.

**Does it cover empathy?**

Yes.

Participants learn to acknowledge customer experiences naturally rather than rely on generic scripted empathy.

**Does it cover First Contact Resolution?**

Yes.

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Participants learn how complete needs discovery, ownership, accurate resolution, and proper documentation can contribute to stronger FCR.

**Does it cover Average Handle Time?**

Yes.

The program discusses AHT within a balanced service-quality context.

It does not teach agents simply to shorten calls at the expense of resolution.

**Does it cover QA?**

Yes.

The final simulation may use a practical customer-service QA scorecard.

**Can we use our actual QA form?**

Yes.

For customized in-house delivery, MSS Corporation may align exercises with the client's own QA scorecard.

**Can we use our actual calls?**

Potentially, yes, when recordings are lawfully available and organizational policy permits their use for training. Call recordings should be anonymized or handled according to applicable privacy, confidentiality, and company requirements.

**Can this be customized for BPOs?**

Yes.

The program is particularly applicable to BPO and outsourced customer-service operations.

**Can this be customized for banks, healthcare, telecom, or e-commerce?**

Yes.

Scripts, call drivers, escalation rules, customer profiles, and scenarios may be customized by industry while respecting regulatory and organizational requirements.

**Is this appropriate for new agents?**

Yes.

It can supplement foundational onboarding, product training, systems training, and process training.

**Is this useful for experienced agents?**

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Yes.

Experienced agents may benefit from advanced practice involving:

- Customer effort;
- call control;
- difficult customers;
- de-escalation;
- service recovery;
- quality;
- repeat-contact reduction.

**Can Team Leaders attend?**

Yes.

Team Leaders can use the C.A.L.L.C.A.R.E.™ framework as a coaching language for customer-service behaviors.

**Can Quality Analysts attend?**

Yes.

Quality personnel may benefit from understanding observable behaviors behind strong customer experiences.

**Is one day enough?**

One day provides a strong foundation using the complete **MSS C.A.L.L.C.A.R.E.™ Framework**.

Organizations requiring deeper behavioral change may use:

- Two-day workshops;
- call-listening calibration;
- coaching;
- follow-through sessions;
- role-specific simulations;
- Level 3 evaluation.

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**RELATED MSS CORPORATION TRAINING PROGRAMS**

Organizations considering this program may also explore:

- Customer Service Fundamentals Training;
- Frontline Customer Service Training;
- Telephone Etiquette Training;
- Professional Telephone Call Handling Training;
- Customer De-escalation Training;
- Complaint Handling Training;
- Service Recovery Training;
- Difficult Customer Management Training;

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- Empathetic Customer Service Training;
- Customer Service Communication Training;
- Customer Experience Training;
- Customer Centricity Training;
- Customer Service Leadership Training;
- Chat Customer Service Training;
- Email Customer Service Training;
- Active Listening Training;
- Workplace Communication Skills Training;
- Emotional Intelligence for Customer Service Training;
- Call Center Team Leader Training; and
- Customer Service Quality Coaching Training.

## WHY CHOOSE MSS CORPORATION FOR CALL CENTER CUSTOMER SERVICE TRAINING IN THE PHILIPPINES?

### Built Specifically for Voice-Based Customer Service

The program does not simply repackage generic customer-service content.

It addresses:

- Voice;
- listening;
- probing;
- call control;
- hold;
- transfers;
- complaints;
- service recovery;
- call closure;
- documentation;
- QA.

### Proprietary MSS C.A.L.L.C.A.R.E.™ Framework

Representatives receive one practical end-to-end framework:

**Connect → Acknowledge → Learn → Lead → Create → Address → Recover → End**

### Customer Experience and Operational Discipline

The program recognizes the call center reality that representatives must balance:

**Customer + Quality + Efficiency + Compliance + Resolution**

### Strong Active-Listening and Needs-Discovery Component

Participants learn to understand before attempting to resolve.

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**Professional Call Control**

Representatives learn to guide the interaction while maintaining respect.

**Ownership Instead of Customer Runaround**

The program discourages unnecessary transfers and blame-oriented language.

**Complaint Handling and De-escalation**

Participants practice the calls that test customer-service capability most.

**Service Recovery**

Representatives learn how to respond when the organization has already failed to meet expectations.

**Quality-Aware Customer Service**

Participants understand that good service is more than friendliness.

It requires:

- Accuracy;
- efficiency;
- experience;
- compliance;
- documentation.

**Tangible Participant Outputs**

Every module produces a practical tool or observable behavioral assessment.

**EnterTRAINment Methodology**

Participants spend most of the program actually:

**Listening → Asking → Clarifying → Controlling → Resolving → De-escalating → Recovering → Closing**  
rather than merely discussing customer-service principles.

**Highly Customizable**

MSS Corporation can incorporate:

- Actual call drivers;
- scripts;
- QA forms;
- customer complaints;
- escalation procedures;
- call metrics;
- anonymized call scenarios.

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## CALL TO ACTION

### **Every Call Is an Opportunity to Build—or Lose—Customer Confidence.**

Equip your call center and contact center representatives to listen actively, uncover customer needs, control conversations professionally, resolve accurately, manage hold and transfers, communicate with empathy, de-escalate difficult situations, recover service failures, document interactions properly, and close every call with clarity.

Partner with MSS Corporation for a customized:

- **Call Center Customer Service Training in the Philippines**
- **Training on Call Center Customer Service in the Philippines**
- **Customer Service for Call Centers Training in the Philippines**
- **Training on Customer Service for Call Centers in the Philippines**
- **Contact Center Customer Service Training in the Philippines**
- **Training on Contact Center Customer Service in the Philippines**
- **Customer Service for Contact Centers Training in the Philippines**
- **Training on Customer Service for Contact Centers in the Philippines**

designed around your organization's customer profiles, call types, QA standards, scripts, processes, escalation procedures, recurring call drivers, customer complaints, and desired customer experience.

### **C.A.L.L.C.A.R.E.™ — BECAUSE EVERY CALL COUNTS.**

**Connect professionally. Listen completely. Resolve accurately. Recover confidently. Close clearly.**

**With MSS, We Make Strong Success.**