



# **SUPPORT CUSTOMER ENGAGEMENT OPERATIONS**

**Certificate in IT Customer Engagement Operations**

**Course Code: IT\_1002**

**Duration:** 45 Hours

**Delivery Format:** Hybrid

**Target Audience:**

- Aspiring IT support professionals
- Current IT professionals
- Customer service representatives
- Entry-level IT staff
- Individuals seeking career advancement
- Anyone interested in customer engagement

**Program Outcomes:**

By the end of this course, learners will be able to:

- Describe the role and importance of customer engagement in IT service environments.
- Apply effective verbal and written communication techniques in customer support.
- Handle customer inquiries, requests, and complaints in a professional and efficient manner.
- Use customer service tools such as ticketing systems and CRM platforms.
- Apply problem-solving and decision-making techniques to resolve customer issues.

- Record and track customer interactions and feedback accurately.
- Adhere to service level agreements (SLAs), standard operating procedures (SOPs), and workplace ethics.
- Demonstrate positive attitudes and behaviours in delivering consistent customer support.

## **Detailed Syllabus**

### **Module 1: Introduction to Customer Engagement**

**Outcome:** Learners will be able to describe the role and importance of customer engagement in IT service environments, define customer engagement, explain its importance in IT service and support roles, and describe customer service standards and expectations.

#### **Topics:**

- Definition and goals of customer engagement
- Importance in IT service and support roles
- Customer service standards and expectations

#### **Activities:**

- Discussions on real-world examples of good and bad customer service in IT.
- Case study analysis of IT companies with strong customer engagement.

#### **Assessments:**

- Short quiz on definitions and concepts.
- Participation in discussions.

### **Module 2: Communication Skills in Customer Support**

**Outcome:** Learners will be able to apply effective verbal and written communication techniques in customer support, including active listening and questioning.

#### **Topics:**

- Verbal and non-verbal communication
- Active listening and questioning techniques
- Written communication (email, chat, reports)

#### **Activities:**

- Role-playing scenarios focusing on verbal communication (e.g., handling difficult customers, explaining technical issues clearly).
- Drafting professional emails and chat responses.

**Assessments:**

- Evaluation of role-playing exercises.
- Review of written communication samples.

### **Module 3: Handling Customer Inquiries and Complaints**

**Outcome:** Learners will be able to handle customer inquiries, requests, and complaints in a professional and efficient manner, and understand conflict resolution strategies.

**Topics:**

- Types of customer issues
- Responding to complaints and feedback
- Conflict resolution strategies

**Activities:**

- Practicing complaint resolution techniques through simulated interactions.
- Analyzing different types of customer issues and appropriate responses.

**Assessments:**

- Scenario-based problem-solving exercises.
- Peer evaluation of complaint handling.

### **Module 4: Tools and Technologies for Customer Engagement**

**Outcome:** Learners will be able to use customer service tools such as ticketing systems and CRM platforms.

**Topics:**

- Helpdesk and ticketing systems
- Customer Relationship Management (CRM) systems
- Remote support and communication tools

**Activities:**

- Hands-on exercises with simulated helpdesk/ticketing systems.
- Exploring features of a sample CRM platform.

**Assessments:**

- Practical demonstration of using a ticketing system.
- Short assignments on CRM functionalities.

**Module 5: Problem-Solving and Service Resolution**

**Outcome:** Learners will be able to apply problem-solving and decision-making techniques to resolve customer issues, including understanding escalation and follow-up procedures.

**Topics:**

- Understanding customer problems
- Applying problem-solving steps
- Escalation and follow-up procedures

**Activities:**

- Working through complex customer issues in a structured problem-solving approach.
- Developing escalation paths for various issue types.

**Assessments:**

- Case studies requiring problem identification and resolution plans.
- Presentation of a solved customer issue.

**Module 6: Documentation and Customer Records**

**Outcome:** Learners will be able to record and track customer interactions and feedback accurately and manage case files and histories.

**Topics:**

- Recording support interactions
- Managing case files and histories
- Generating reports and summaries

**Activities:**

- Practicing accurate data entry into simulated customer interaction logs.
- Creating summary reports from customer feedback.

**Assessments:**

- Accuracy and completeness of documented interactions.

- Report writing exercise based on provided data.

## **Module 7: Professionalism and Workplace Ethics**

**Outcome:** Learners will be able to adhere to workplace ethics, demonstrate positive attitudes and behaviours in delivering consistent customer support, and understand the importance of teamwork and confidentiality.

### **Topics:**

- Customer service etiquette
- Teamwork and collaboration
- Confidentiality and data protection

### **Activities:**

- Discussions on ethical dilemmas in customer support.
- Team-building exercises focusing on collaboration.

### **Assessments:**

- Scenario-based ethical decision-making questions.
- Self-reflection on professional attitudes.

## **Module 8: SOPs, SLAs, and Quality Assurance**

**Outcome:** Learners will be able to adhere to service level agreements (SLAs), standard operating procedures (SOPs), and understand Key Performance Indicators (KPIs) and quality control.

### **Topics:**

- Understanding and following SOPs
- Service Level Agreements (SLAs)
- Key Performance Indicators (KPIs) and quality control

### **Activities:**

- Analyzing sample SOPs and SLAs.
- Calculating and interpreting basic KPIs related to customer service.

### **Assessments:**

- Assignments on interpreting and applying SOPs and SLAs.
- Quiz on KPIs and quality control concepts.

## **Module 9: Practical Activities and Final Assessment**

**Outcome:** Learners will demonstrate overall proficiency in supporting customer engagement operations.

### **Activities:**

- Role-playing customer scenarios
- Simulated support desk operations

### **Assessments:**

- Final project or practical evaluation