



Republic of the Philippines

# Department of Education

DepEd Complex, Meralco Avenue, Pasig City

**STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM**

## **CONTACT CENTER SERVICES**

**Grade 11/12**

**Course Description:**

This course enables learners to effectively manage customer interactions in a contact center environment, including inquiries, complaints, inbound service, order taking, and outbound telemarketing, while maintaining company integrity and fostering teamwork to achieve organizational goals and advance their careers. Upon completion, learners are eligible to take assessments to earn National Certificate Level II in Contact Center Services, higher education, and careers in the contact center industry.

**Elective:** Technical Professional

**Prerequisite:** None

**Time Allotment:** In Grade 11, 320 hours for two semesters, 8 hours per week/In Grade 12, 320 hours for one semester, 16 hours per week

**Schedule:** First/Second Semester

**QUARTER 1**

<b>CONTENT STANDARD</b>	The learners demonstrate understanding of the principles, processes, tools, and equipment integral to the contact center industry.	
<b>PERFORMANCE STANDARD</b>	The learners apply industry knowledge of contact center operations, including key terminologies, tools, equipment, and their practical applications in delivering efficient and high-quality customer service.	
<b>LEARNING COMPETENCIES</b>		<b>CONTENT</b>
1. Discuss concepts in contact center industry		Contact Center Industry <ul style="list-style-type: none"> <li>• Key functions               <ul style="list-style-type: none"> <li>○ customer service</li> <li>○ technical support</li> <li>○ chat support</li> <li>○ sales</li> <li>○ counseling</li> <li>○ booking</li> <li>○ academic instruction</li> <li>○ travel advisories</li> <li>○ data gathering</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Emerging trends <ul style="list-style-type: none"> <li>○ cloud-based contact centers</li> <li>○ digital and omnichannel communication</li> <li>○ AI and automation</li> <li>○ remote and hybrid work models</li> <li>○ enhanced customer data security</li> <li>○ self-service options</li> <li>○ insight-led transformation</li> <li>○ super agents</li> </ul> </li> <li>• Business and career opportunities in the contact center industry</li> <li>• AI in contact center services</li> <li>• Common Performance Matrix <ul style="list-style-type: none"> <li>○ CSAT vs DSAT – Customer Satisfaction Customer Dissatisfaction</li> <li>○ First Call Resolution (FCR)</li> <li>○ SALES Per Hour (SPH)</li> <li>○ Attendance</li> <li>○ Average Handle Time (AHT)</li> <li>○ Resolution Rate (RR)</li> </ul> </li> <li>• Quality Assurance (QA)</li> </ul>
<p>2. Discuss the contact center jargons</p>	<p>Common Contact Center Jargons</p> <ul style="list-style-type: none"> <li>• Bio break</li> <li>• AHOD-All Hands on Deck</li> <li>• AUX</li> <li>• Floor</li> <li>• Huddle</li> </ul>

	<ul style="list-style-type: none"> <li>• Long Call</li> <li>• Sup Call</li> <li>• After Call</li> <li>• Lead</li> <li>• Cold Transfer</li> <li>• Warm Transfer</li> <li>• Dead Air</li> <li>• Hold Time</li> <li>• Retention / Win back</li> <li>• On and Off Shore</li> <li>• BPO Outsourcing</li> </ul>
<p>3. Perform procedures using the tools and equipment in the contact center industry</p>	<p>Tools and Equipment in the Contact Center Industry</p> <ul style="list-style-type: none"> <li>• Equipment <ul style="list-style-type: none"> <li>○ computers/workstations</li> <li>○ headsets</li> <li>○ telephones</li> <li>○ routers and modems</li> <li>○ Uninterruptible Power Supply (UPS)</li> <li>○ dialers</li> <li>○ desk phones with softphone integration</li> </ul> </li> <li>• Tools <ul style="list-style-type: none"> <li>○ Customer Relationship Management (CRM)</li> <li>○ Automatic Call Distributor (ACD)</li> <li>○ Interactive Voice Response (IVR)</li> <li>○ call recording software</li> <li>○ Workforce Management (WFM) software</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ live chat and messaging platforms</li> <li>○ ticketing systems</li> <li>○ softphone software</li> <li>○ language assessment (Versant)</li> </ul>
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## QUARTER 2

<b>CONTENT STANDARD</b>	The learners demonstrate an understanding of common cultural variables affecting communication and effective communication skills.	
<b>PERFORMANCE STANDARD</b>	The learners perform effective voice control with appropriate rate, volume, pitch, and tone to ensure clear and professional communication.	
<b>LEARNING COMPETENCIES</b>	<b>CONTENT</b>	
1. Discuss common cultural variables	<p>Common Cultural Variables</p> <ul style="list-style-type: none"> <li>• Introduction to local and international cultures</li> <li>• Cultural norms and values <ul style="list-style-type: none"> <li>○ cultural holidays and traditions</li> </ul> </li> <li>• Cultural similarities and differences</li> <li>• Avoiding sensitive topics (e.g. politics, religion)</li> <li>• Local and international language/accents</li> <li>• Geographic variables <ul style="list-style-type: none"> <li>○ regions</li> <li>○ states and capitals</li> </ul> </li> <li>• Time Zones and Daylight-Saving Time (DST) <ul style="list-style-type: none"> <li>○ Eastern Standard Time (EST)</li> <li>○ Mountain Standard Time (MST)</li> <li>○ Central Standard Time (CST)</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>• Pacific Standard Time (PST)</li> </ul>
2. Apply the technical aspects of voice for effective communication	<p>Communication Skills Training</p> <ul style="list-style-type: none"> <li>• Voice <ul style="list-style-type: none"> <li>○ rate</li> <li>○ volume</li> <li>○ pitch</li> <li>○ tone</li> </ul> </li> <li>• Neutralizing Accent <ul style="list-style-type: none"> <li>○ stress</li> <li>○ intonation</li> <li>○ blending</li> <li>○ phrasing</li> <li>○ conversational cues</li> <li>○ American accent vs British accent</li> <li>○ liaisons and glides</li> </ul> </li> </ul>
3. Use English colloquialism and idiomatic expressions in communication	English Colloquialism and Idiomatic Expressions
4. Perform call listening skills specifically tailored for phone interactions	<p>Call Listening Skills</p> <ul style="list-style-type: none"> <li>• Effective note-taking</li> <li>• Listening for gist</li> </ul>
5. Analyze probing questions specifically tailored for phone transactions	<p>Types of Probing Questions</p> <ul style="list-style-type: none"> <li>• Open-ended questions</li> <li>• Closed-ended questions</li> <li>• Leading questions</li> </ul>

### QUARTER 3

<b>CONTENT STANDARD</b>	The learners demonstrate understanding of the fundamental concepts, processes, and best practices in handling product services and market, inbound and outbound call management customer service settings.	
<b>PERFORMANCE STANDARD</b>	The learners perform inbound and outbound call management, as well as call procedures.	
<b>LEARNING COMPETENCIES</b>	<b>CONTENT</b>	
1. Discuss the potential products, services, and markets in the contact center industry	<p>Product Services and Markets</p> <ul style="list-style-type: none"> <li>• Product Overview <ul style="list-style-type: none"> <li>○ introduction to the product/service</li> <li>○ product features and benefits</li> <li>○ Unique Selling Propositions (USPs)</li> </ul> </li> <li>• Detailed product knowledge <ul style="list-style-type: none"> <li>○ in-depth analysis of key features</li> <li>○ use cases and practical applications</li> <li>○ technical specifications and limitations</li> <li>○ product variants and options</li> </ul> </li> <li>• Competitive Analysis <ul style="list-style-type: none"> <li>○ overview of key competitors</li> <li>○ comparative features and pricing</li> <li>○ market positioning strategies</li> <li>○ strengths and weaknesses of competitors</li> </ul> </li> </ul>	
2. Perform inbound call simulations	<p>Inbound Call Simulation</p> <ul style="list-style-type: none"> <li>• Call Flow <ul style="list-style-type: none"> <li>○ opening spiel</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ acknowledgement statement</li> <li>○ addressing customer concern</li> <li>○ probing questions</li> <li>○ retention / win back</li> <li>○ providing customer satisfaction</li> </ul>
3. Perform outbound call simulations	providing resolution Outbound Call Simulation <ul style="list-style-type: none"> <li>• Call flow             <ul style="list-style-type: none"> <li>○ opening spiel</li> <li>○ probe for customer's needs</li> <li>○ retention / win back</li> <li>○ position the product</li> <li>○ close the sale</li> </ul> </li> </ul>

#### QUARTER 4

<b>CONTENT STANDARD</b>	The learners demonstrate understanding of the fundamental concepts, processes, and best practices in handling product services and market for non-voice customer service settings.	
<b>PERFORMANCE STANDARD</b>	The learners perform non-voice services and procedures.	
<b>LEARNING COMPETENCIES</b>		<b>CONTENT</b>
1. Discuss non-voice products and service handling processes	Product Handling Process <ul style="list-style-type: none"> <li>• Product inquiry management</li> <li>• Troubleshooting</li> <li>• Product recommendation</li> </ul> Service Handling Process <ul style="list-style-type: none"> <li>• Customer inquiry management</li> <li>• Complaint resolution             <ul style="list-style-type: none"> <li>○ Escalation handling</li> </ul> </li> </ul>	
2. Perform non-voice simulations	<ul style="list-style-type: none"> <li>• Chat and Email Simulation</li> </ul>	

	<ul style="list-style-type: none"> <li>○ opening spiel</li> <li>○ understanding the issue</li> <li>○ probing</li> <li>○ troubleshooting with AI integration</li> <li>○ providing solutions</li> <li>○ confirming resolution and customer satisfaction</li> <li>○ closing spiel</li> <li>● Back-end support <ul style="list-style-type: none"> <li>○ data management</li> <li>○ order processing</li> <li>○ technical support</li> <li>○ reporting and analytics</li> <li>○ compliance and security</li> <li>○ administrative support</li> </ul> </li> </ul>
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## GLOSSARY

**AHOD (All Hands on Deck)**

a term indicating that all team members are required to assist

**AHT (Average Handle Time)**

the average duration of a customer interaction, including hold time and after-call work

**AUX**

a state where a contact center agent is unavailable to take calls, often for breaks or other tasks

**bio break**

a short break for biological needs such as restroom use

**back-end support**

internal practices and activities that ensure the smooth operation of a service or system.

The task is not directly customer-facing but are essential for the overall functionality and efficiency of the organization.

**CSAT (Customer Satisfaction)**

metric that measures customer happiness with a service or interaction

**cold transfer**

Transferring a call without prior communication to the receiving party

**CRM (Customer Relationship Management)**

Software that manages customer data and interactions to enhance service and sales

**cultural variables**

differences and similarities in cultural norms, values, and communication styles.

**dead air**

silence during a call, often seen as unprofessional in the contact center industry

**DSAT (Customer Dissatisfaction)**

a measure of customer unhappiness with a service or

interaction

**FCR (First Call Resolution)**

the percentage of customer issues resolved in the first

interaction

**hold time**

the duration a customer spends on hold during a call

**huddle**

a short team meeting, often to align on goals or discuss challenge

**IVR (Interactive Voice Response)**

system that allows customers to interact with a computer-operated

phone system through voice or keypad inputs

**lead**

a potential customer or prospect

**long call**

a customer interaction exceeding the expected or average duration

**outbound call**

a call initiated by the contact center to a customer for sales or support purposes

**pitch**

the highness or lowness of a speaker's voice, important for professional tone in communication

**probing questions**

questions used to uncover deeper customer needs or issues

**QA (Quality Assurance)**

the process of monitoring and evaluating agent performance to ensure service standards

**queue**

a virtual line where a customer who calls or chats waits to be addressed by agents

**Resolution Rate (RR)**

the percentage of issues resolved during customer interactions

**softphone**

software-based phone systems that operate on computers or mobile devices

**SPH (Sales Per Hour)**

a metric that calculates the number of sales made by an agent per hour

**technical support**

assistance provided to customers facing technical issues with a product or service

**time zones and DST (Daylight Saving Time)**

geographic and temporal variations affecting communication and scheduling

**UPS (Uninterruptible Power Supply)**

a device providing emergency power to maintain operations during outages

**USP (Unique Selling Proposition)**

feature or benefit that makes a product or service distinct from competitors

**versant**

a language assessment tool used to evaluate communication skills.

**MATERIALS, TOOLS, AND EQUIPMENT**

<b>TOOLS</b>	<b>EQUIPMENT</b>	<b>MATERIALS</b>
Headset	Computer with peripherals (for use in audio and video playback of reference and sample recordings)	Macromedia Flash browser plug-in and application, updated to the latest version
	Computer tables and chairs (ergonomic)	Video and audio recordings (sample speech reference recordings)
	White board	Video and audio recordings (sample contact center recordings)
	ESL laboratory (optional)	
	Internet access	
	Software for office productivity	
	Internet browser (Google Chrome, Safari, Firefox, etc. except Internet Explorer) updated to the latest version	