

SVRC Industries, INC.

1000 Tuscola St. Saginaw, MI 48607 989.399.8780

<http://www.svrcindustries.com/contact-center>

Central Office Location 919 Veterans Memorial Pkwy Saginaw MI 48601

Governing Bodies and Staff:

Ownership

The school is owned by SVRC Industries, Inc.

Mr. Thomas E. Holmes Jr., President/CEO

Administrators

Dean Emerson, Vice President of Operations

Tim Dinninger, Curriculum Development

Mary Pires, Commercial Development

Instructors

Tim Dinninger, HDI Certified Instructor, HDI Certified CSR, 7 years experience with Delta College, 7 years experience at Dow Chemical.

Approved Subject Matter: Contact Center Training

Calendar:

School will be closed on weekends and the following days: MLK Day, Good Friday, Memorial Day, Independence Day (observed), Labor Day, Thanksgiving Day, Friday after Thanksgiving, Christmas Eve & Xmas, New Year's Eve & New Yrs. The school will not be open the week between Christmas and New Years. Programs are taught in modules; therefore classes are continually beginning. Classes are held Monday through Thursday, or Tuesday through Friday, 9:00am to 1:00pm. There will be open lab times until 3pm on most days. Course schedules and dates can be found on the SVRC website [here](#).

Payment:

Payment must be made at time of application for enrollment. Fee for service is based on SVRC Fee for Service Schedule for 2010. Please contact [Dean Emerson](#), [Deb Snyder](#), [Tim Dinninger](#), or [Mary Pires](#) for a copy of the Fee for Service schedule.

SVRC Contact Center Program Handbook

Course Description:

SVRC will be providing Contact Center training to individuals seeking vocational rehabilitative services. The student population may include disabled veterans, people with mobility issues, individuals with physical disabilities, and individuals with other disabilities who possess cognitive and critical thinking skills.

The training will encompass basic Contact Center operations, vocational specific skills, and general vocational skills. Coaching and evaluation will be provided for the duration of the course. SVRC has partnered with area business to provide job placement assistance to program participants. Periodic follow-up will be done at, 30, 60, or 90 day intervals after employment has been gained. Job placement is not guaranteed.

Enrollment

Programs are taught in modules; therefore enrollment is continuous.

Enrollment Requirements:

To qualify for entry into the program, student must have, provide, or completed:

- SVRC referral process contact Deb Snyder – VP, Consumer Services. 7526176 ext 2148
- Basic computer skills. Preferred experience with Microsoft suite, Internet, and email.
- Reading and writing proficiency at 6th grade level or higher.
- Good verbal/listening skills and a positive attitude.
- GED or high school diploma.
- Resume in electronic format.
- Reached at least 18 years old.
- Reliable transportation.

Also consider, future employers may require:

- Drug screening.
- No previous criminal record.
- Michigan ID and/or Social Security Card.

Credit Allowed for Previous Education and Training

There is no credit allowed for previous training, education, or experience.

Learning Objectives (skills to be learned):

1. Explain basic Contact Center functions.
2. Explain the job and responsibilities of a Contact Center agent.
3. Demonstrate knowledge of Contact Center tools and technologies.
4. Perform basic transactions/requests required of a Contact Center agent.
5. Demonstrate general vocational skills.

To achieve learning objectives students will:

1. Complete course in a SVRC Contact Center lab.
2. Analyze videos of Customer Service Representatives on the job.
3. Role-play and practice the daily tasks of a Contact Center agent.
4. Model general vocational skills in class.

Course Format/Methods:

1. Completion of Program will consist of 32 units of instruction:
 - In-class training – 4 days per week, 9:00am-1:00pm, for 2 weeks.
 - Supervised open lab (as needed) during third week for job search, keyboarding practice, and final exam. Generally, the lab will be open from 9am-1pm and by appointment.
 - Typing Exam. 25 WPM proficiency.
 - Passing Written Exam, 80% minimum score.
 - Meeting attendance and punctuality requirements.
2. We recommend that students spend 1 hour of time outside of class (job search activities, reading, typing practice, etc) for each hour of class time.
3. All training, evaluations, and exams will take place in Contact Center facility.
4. Training will be lecture, demonstration, and interactive hands-on participation.
5. Class sizes will be 4-10 students.
6. Students must pass through a security check to gain entrance into 1000 Tuscola. No knives, weapons, etc are allowed on the premises.

Course Curriculum Outline:

- | | |
|----------------------------|---------|
| • Orientation | 2 hours |
| • Keyboarding | 4 hours |
| • Job Search + Assistance | 6 hours |
| • Phone Practice | 4 hours |
| • Contact Center Overview | 1 hour |
| • Contact Center Tools | 2 hours |
| • Call Handling Process | 4 hours |
| • Job Keeping Skills | 1 hour |
| • Contact Center in Action | 2 hours |
| • Problem Solving | 1 hour |
| • Maximizing Effectiveness | 1 hour |
| • Miscellaneous | 1 hour |
| • CRS Videos + Discussion | 1 hour |
| • Exam | 1 hour |
| • Networking | 1 hour |

Documentation/Evidence of Learning:

1. Completion of Training Guide.
2. Final Exam covering each area of Learning Objectives. Multiple choice.
3. Completed typing lessons.
4. Completed job logs.
5. Attendance sheet.
6. Certification of Successful Completion.

Attendance:

Participants are expected to attend every class session for the two weeks.

- Maximum of one absence for class sessions.
- Second absence will result in dismissal from program.
- Third week is “as needed” by individual and is supervised.
- No tuition or fees will be reimbursed if student is dismissed from program.

Punctuality:

Participants must arrive 10 minutes prior to start time and be ready to begin on time.

- Maximum of one “late” for class session. Tardiness in excess of 30 minutes will be considered an absence. Second “late” will result in dismissal from program.
- No tuition or fees will be reimbursed if student is dismissed from program.

Leaves:

Leaves will not be granted due to the short timeframe of the course. If a participant is not able to complete the course, he/she will be moved to the next available session at no additional cost to the student. Examples of events that may qualify a student to be moved to the next session are as follows:

- Illness with a medical excuse
- Family emergency
- Medical emergency

Extra Assistance and Make-Up Work:

Must be completed within one week of the class end date. There will be no suspensions for unsatisfactory work.

Grading System and Reentrance Conditions:

Grading will consist of a final, multiple choice exam and a typing speed test. A minimum score of 80% is required to pass the multiple choice exam. A minimum score of 25 WPM is required to pass the typing speed test.

The grading system is a pass/fail system. Students will be informally evaluated on a daily basis. If a student is having trouble in an area, additional supervised help is available after class hours and during the third week.

To re-enter the program, a student must reapply and the course fee must be paid.

Certification Requirement:

A Certificate of Completion in Contact Center/Customer Service Training will be awarded to all students who have completed the program, passed the final exam, and passed the typing speed test.

Student Conduct:**Computer and Phone Usage:**

Access to the Internet and telephones has been provided to participants for the benefit of learning. You are expected to strictly adhere to the following guidelines:

- All communications should be for Contact Center educational reasons only.
- No abusive, profane or offensive language transmitted through the system.
- SVRC reserves the right to access and monitor all computer usage.
- Cell phones must be turned off during class. They may be used during break time.

Please note: NO SMOKING is allowed on the grounds at any time:

Violation of any guidelines listed above may result in disciplinary action up to and including dismissal from the Contact Center Program.

Dress Code:

To the extent they are financially able, students are expected to dress business casual.

If a student violates the conduct code, a progressive disciplinary action approach will be used to address the violation. This action can result in dismissal from the course, depending on the severity and frequency of violation. If a student is dismissed due to misconduct, no tuition or fees will be refunded.

Placement Assistance:

SVRC will provide placement assistance which may include:

- Job search fundamentals
- Interview basics
- One-on-one assistance when possible
- Submission of resumes to employment partners
- A "Job Board" displaying local opportunities.

NOTE: Job placement is not guaranteed

Refund Policy:

"All tuition and fees paid by the applicant shall be refunded if the applicant is rejected by the school before enrollment. An application fee of not more than \$25.00 may be retained by the school if the application is denied. All tuition and fees paid by the applicant shall be refunded if requested within three business days after signing a contract with the school. All refunds shall be returned within 30 days." If an applicant does not request refund within the three days after signing the contract, no refund will be granted.

Description of Facilities:

Location: The SVRC Contact Center training center is located at 1000 Tuscola, Saginaw MI 48607. Two blocks south of I675 and just east of 2nd street and east of The Dow Event center and the Saginaw Transit Authority Regional Services (STARS) main office. The parking lot entrance is on the south side of Tuscola street.

We share the building with the SCTA. The classroom is located in the north hallway. Enter through the front doors and proceed to the end of the hall. Turn left and continue just past the auditorium on the right. Our training center is the next room on the right side of the hallway. There is a small break room for those that bring food or drink. Food and drink are not allowed in the classroom.

Tuition:

\$1,502.00 per student/per class (all fees included).

Students who wish to file a complaint with the State of Michigan may do so at www.michiganps.net

SVRC Contact Center Training Program Student Contract & Referral Authorization Form

I _____, have read the SVRC Contact Center Training Program Catalog. I intend to attend and complete the Contact Center Training program which is 32 hours in length in duration and costs \$1,502.00 per completed course. I am planning to attend the course beginning _____ and ending _____ and understand that I am responsible for payment of the cost of the training program. By signing below, I acknowledge that I understand and accept the terms and conditions set forth in this catalog.

NOTE: If the student is being referred by an agency that is paying for the cost of this program, by signing below, the referral agency agrees to pay the fee listed above for the student to attend the program.

Student Printed Name

Student Signature

Date

School Official Printed Name

School Official Signature

Date

Referral Agency Printed Name

Referral Agency Signature

Date

Occupational Information

(Source: US Bureau of Labor Statistics)

The following information was taken from the US Bureau of Labor Statistics. The position described below is that of a “CSR” (Customer Service Representative). Contact Center Agents are the major subset of this job family. Information has been edited to focus on the Contact Center Agent subset.

Nature of the Work

Customer service representatives are employed by many different types of companies to serve as a direct point of contact for customers. They are responsible for ensuring that their company’s customers receive an adequate level of service or help with their questions and concerns. These customers may be individual consumers or other companies, and their service needs can vary considerably.

All Customer Service Representatives interact with customers to provide information in response to inquiries about products or services and to handle and resolve complaints. They communicate with customers through a variety of means—by telephone; by email, fax, and regular mail. Some Customer Service Representatives handle general questions and complaints, whereas others specialize in a particular area.

Many customer inquiries involve routine questions and requests. For example, Customer Service Representatives may be asked to provide a customer with their credit card balance, or to check on the status of an order. However, other questions are more involved, and may require additional research or further explanation on the part of the customer service representative. In handling customers’ complaints, they must attempt to resolve the problem according to guidelines established by the company. These procedures may involve asking questions to determine the validity of a complaint; offering possible solutions; or providing customers with refunds, exchanges, or other offers, like discounts or coupons. In some cases, Customer Service Representatives are required to follow up with an individual customer until a question is answered or an issue is resolved.

Some Customer Service Representatives help people decide what types of products or services would best suit their needs. They may even aid customers in completing purchases or transactions. Although the primary function of Customer Service Representatives is not sales, some may spend time encouraging customers to purchase additional products or services. Customer Service Representatives also may make changes or updates to a customer’s profile or account information. They may keep records of transactions and update and maintain databases of information.

Most customer service representatives use computers and telephones extensively in their work. Customer service representatives frequently enter information into a computer as they are speaking to customers. Often, companies have large amounts of data, such as account information, that is pulled up on a computer screen while the representative is talking to a customer so he or she can answer specific questions. Customer service representatives also usually have answers to the most common customer questions, or guidelines for dealing with complaints. In the event that they encounter a question or situation to which they do not know how to respond, workers consult with a supervisor to determine the best course of action. They generally use multiline telephone systems, which may route calls directly to the most appropriate representative. However, at times, they must transfer calls to someone who may be better able to respond to the customer’s needs.

In some organizations, customer service representatives spend their entire day on the telephone. In others, they may spend part of their day answering emails and the remainder of the day taking calls. Customer service representatives need to remain aware of the amount of time spent with each SVRC Industries 5 customer so that they can fairly distribute their time among the people who require their assistance. This is particularly important for those whose primary activities are answering telephone calls and whose conversations are required to be kept within a set time limit. For those working in call centers, there is usually very little time between telephone calls. When working in call centers,

customer service representatives are likely to be under close supervision. Telephone calls may be taped and reviewed by supervisors to ensure that company policies and procedures are being followed.

Work Environment

Although customer service representatives work in a variety of settings, most work in areas that are clean and well lit. Many work in call or customer contact centers where workers generally have their own workstation or cubicle space equipped with a telephone, headset, and computer. Because many call centers are open extended hours, beyond the traditional work day, or are staffed around the clock, these positions may require workers to take on early morning, evening, or late night shifts. Weekend or holiday work also may be necessary. As a result, the occupation is well suited to flexible work schedules. About 17 percent of customer service representatives work part time. The occupation also offers the opportunity for seasonal work in certain industries, often through temporary help agencies.

Call centers may be crowded and noisy, and work may be repetitious and stressful, with little time between calls. Workers usually must attempt to minimize the length of each call, while still providing excellent service. To ensure that these procedures are followed, conversations may be monitored by supervisors, which can be stressful. Also, long periods spent sitting, typing, or looking at a computer screen may cause eye and muscle strain, backaches, headaches, and repetitive motion injuries.

Customer service representatives may have to deal with difficult or irate customers, which can be challenging. However, the ability to resolve customers' problems has the potential to be very rewarding.

Education and Training

Most customer service representative jobs require only a high school diploma. However, because employers are demanding a higher skilled workforce, some customer service jobs now require experience, an associate degree, or bachelor's degree. High school and college level courses in computers, English, or business are helpful in preparing for a job in customer service.

Training requirements vary by industry. Almost all customer service representatives are provided with some training prior to beginning work. This training generally includes customer service and phone skills; information on products and services; information about common customer problems; the use of the telephone and computer systems; and company policies and regulations. Length of training varies, but usually lasts at least several weeks. Because of a constant need to update skills and knowledge, most customer service representatives continue to receive training throughout their career.

Other Qualifications

Because customer service representatives constantly interact with the public, good communication and problemsolving skills are a must. Verbal communication and listening skills are especially important. For workers who communicate through email, good typing, spelling, and writing skills are necessary. Basic to intermediate computer knowledge and good interpersonal skills also are important qualities for people who wish to be successful in the field.

Customer service representatives play a critical role in providing an interface between customers and companies. As a result, employers seek out people who are friendly and possess a professional manner. The ability to deal patiently with problems and complaints and to remain courteous when faced with difficult or angry people is very important. Also, a customer service representative needs to be able to work independently within specified time constraints. Workers should have a clear and pleasant speaking voice and be fluent in English.

Although some positions may require previous industry, office, or customer service experience, many customer service jobs are entry level. However, within insurance agencies and brokerages, these jobs usually are not entry level positions. Workers must have previous experience in insurance and often are required by State regulations to be licensed like insurance sales agents.

Advancement

Customer service jobs are often good introductory positions into a company or an industry. In some cases, experienced workers can move up within the company into supervisory or managerial positions or they may move into areas such as product development, in which they can use their knowledge to improve products and services. As they gain more knowledge of industry products and services, customer service representatives in insurance may advance to other, higher level positions, such as insurance sales agent.

Job Prospects

Prospects for obtaining a job in this field are expected to be excellent, with more job openings than jobseekers. Bilingual jobseekers, in particular, may enjoy favorable job prospects. In addition, numerous job openings will result from the need to replace experienced customer service representatives who transfer to other occupations or leave the labor force. Replacement needs are expected to be significant in this large occupation because many young people work as customer service representatives before switching to other jobs.

This occupation is well suited to flexible work schedules, and many opportunities for parttime work will continue to be available, particularly as organizations attempt to cut labor costs by hiring more temporary workers.

Earnings

In May 2006, median hourly earnings for wage and salary customer service representatives were \$13.62. The middle 50 percent earned between \$10.73 and \$17.40. The lowest 10 percent earned less than \$8.71 and the highest 10 percent earned more than \$22.11.

Earnings for customer service representatives vary according to level of skill required, experience, training, location, and size of firm.

In addition to receiving an hourly wage, fulltime customer service representatives who work evenings, nights, weekends, or holidays may receive shift differential pay. Also, because call centers are often open during extended hours, or even 24 hours a day, some customer service representatives have the benefit of being able to work a schedule that does not conform to the traditional workweek. Other benefits can include life and health insurance, pensions, bonuses, employer provided training, and discounts on the products and services the company offers.