

Terms of Reference (TOR) for effective communication skill training for Call center

**Background:**

The Contact Centre (C3) serves as a vital communication hub for clients, facilitating interactions through various channels. With the surge in mobile device usage, it's imperative to ensure our contact centers adeptly engage with clients, providing pertinent information, guidance, and support in areas such as reproductive health, contraception, and psychosocial counseling across diverse communication platforms. C3 Chat streamlines client interactions on chat platforms like WhatsApp and Facebook Messenger, ensuring efficient management. Operating through toll-free numbers, MSIA's contact center ensures clients receive confidential support from trained counselors, particularly catering to women and girls requiring reproductive health and psychosocial assistance. Acknowledging the importance of effective communication and respecting client diversity, MSIA plans to conduct training to enhance agent capacity, fostering professionalism, empathy, and competence in addressing sensitive topics.

**Objectives:**

The primary objectives of the C3 Training are:

Enhance agents' communication skills to convey professionalism, empathy, and respect in all client interactions.

Provide agents with strategies for effectively engaging female clients, understanding their unique needs and preferences.

Equip agents with knowledge and sensitivity to discuss reproductive health issues sensitively and confidently.

Foster an open and non-judgmental communication environment encouraging clients to express themselves freely.

**Scope of Training:**

The C3 Training will cover key topics including:

Professional communication techniques such as active listening, tone modulation, and language choice.

Understanding gender differences in communication styles and preferences.

Strategies for building rapport and trust with female clients.

Approaches for discussing sensitive topics, like reproductive health, respectfully.

Creating a supportive and inclusive environment respecting clients' privacy and confidentiality.

**Target Participants:**

The training targets all call center agents interacting directly with clients, including new recruits and existing staff.

**Duration and Logistics:**

Duration: The training program will span 4 – 6 days, split into two batches.

**Venue**: MSIA Head Office Training Hall

**Dates**: May 19, 2024

**Language**: Training will be conducted in Dari.

**Methodology:**

a. The training will employ interactive methods including role-playing, case studies, group discussions, and scenario-based simulations.

b. Real-life scenarios relevant to the call center environment will enhance practical application of skills.

c. Trainers will offer personalized feedback to participants to reinforce learning.

**Evaluation:**

a. Pre-training and post-training assessments will measure knowledge gain and skills improvement.

b. Participant feedback surveys will assess training effectiveness and identify areas for improvement.

**Resource Person(s):**

a. Experienced trainers proficient in communication skills, gender sensitivity, and reproductive health education will facilitate sessions.

b. Subject matter experts from relevant fields may be invited to provide specialized insights.

**Point of Contact:**

For inquiries or further information regarding this TOR, please contact:

[Dr. Zohal Dehqanmal]

[Senior Training officer]

[+93708127022]