



CONTACT CENTER SERVICES

TECHNICAL-PROFESSIONAL

Grade 12

**Three-Term Budget Of Work (BOW)
for Learning Competencies**

**TECHNICAL-PROFESSIONAL
ICT SUPPORT AND COMPUTER PROGRAMMING TECHNOLOGIES
Grade 12**

**Three-Term Budget Of Work
For Learning Competencies**

Please note that each Tech-Pro elective is completed within one term if delivered at Grade 12.

Elective	Contact Center Services	
Prerequisite	None	
Content Standard	The learners demonstrate understanding of the principles, processes, tools, and equipment integral to the contact center industry.	
Performance Standard	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.	
Week	Learning Competency	Suggested Activities
1	Discuss concepts in contact center industry	Contact Center Functions Quick Map - Analyze the key functions of the contact center industry such as customer service, technical support, chat support, sales, counseling, booking, academic instruction, travel advisories, and data gathering. - Prepare a simple concept map showing how each function responds to specific customer needs and service objectives. Emerging Trends Concept Gallery - Explore emerging trends in the contact center industry such as cloud-based contact centers, digital and omnichannel communication, AI and automation, remote and hybrid work

Week	Learning Competency	Suggested Activities
		models, enhanced customer data security, self-service options, insight-led transformation, and super agents. - o Summarize each trend and explain its impact on modern contact center operations AI in Contact Center Services Explanation Chart - o Explain common applications of AI in contact center services, including automated chatbots, AI-assisted call routing, self-service tools, and data-driven customer insights. - o Prepare a simple chart explaining how AI supports agents, improves efficiency, and enhances customer experience.
	• Discuss the contact center jargons	Contact Center Jargon Quick Map - o Explain common contact center terms such as AHT, SLA, KPI, CSAT, escalation, queue, and Script. - o Construct a simple map showing how these jargons are related to daily contact center tasks and performance monitoring. Jargon in Action: Mini Call Scenario - o Analyze a short simulated call or chat transcript containing common contact center terminologies. - o Define the jargons used based on the context of the interaction. - o Explain how each term contributes to effective customer service delivery during the interaction..
2	• Perform procedures using the tools and equipment in the contact center industry	Contact Center Tools Operation Simulation o Simulate logging in and navigating a customer service system (e.g., CRM or ticketing interface).

Week	Learning Competency	Suggested Activities
		- o Demonstrate proper use of equipment (headset, computer, softphone) while handling a mock customer interaction. Call Handling Procedure Role-Play - o Perform a guided role-play applying standard procedures (opening, probing, resolution, closing) using simulated contact center tools. - o Use call center tools (e.g., recording system or chat platform) to document and process customer transactions.
Content Standard	The learners demonstrate an understanding of common cultural variables affecting communication and effective communication skills.	
Performance Standard	The learners perform effective voice control with appropriate rate, volume, pitch, and tone to ensure clear and professional communication.	
2	• Discuss common cultural variables	Cultural Awareness Scenario Analysis - o Analyze short customer scenarios involving different cultures (e.g., accent, time zone, customs). Identify potential communication barriers or misunderstandings presented in each scenario. - o Explain appropriate responses considering cultural sensitivity. Global Communication Mapping - o Identify cultural variables (language, accent, traditions) across different countries. Present how these variables affect communication in a contact center.

Week	Learning Competency	Suggested Activities
3	Apply the technical aspects of voice for effective communication	Voice Modulation Practice Activity - Practice speaking scripts using proper rate, pitch, and tone. - Perform short voice simulations applying correct vocal techniques. Accent Neutralization Drill - Practice pronunciation and stress patterns using sample dialogues. - Record the voice clarity and pronunciation.
Suggested Performance Tasks	INDIVIDUAL PERFORMANCE TASKS Speak the Language of Service Demonstrate understanding by explaining key contact center terminologies and their role in customer service delivery. Tools of the Trade in Action Apply the use of contact center tools and equipment (e.g., CRM, headset, call system) in a simulated customer interaction. GROUP PERFORMANCE TASKS Customer Service Simulation Hub Collaboratively simulate a contact center operation using appropriate tools, terminologies, and procedures to handle customer concerns. Service Excellence Team Challenge” Work as a team to analyze and present effective use of contact center tools and processes in delivering high-quality customer service.	

Week	Learning Competency	Suggested Activities
Content Standard	The learners demonstrate an understanding of common cultural variables affecting communication and effective communication skills.	
Performance Standard	The learners perform effective voice control with appropriate rate, volume, pitch, and tone to ensure clear and professional communication.	
4	Use English colloquialism and idiomatic expressions in communication	Idioms in Conversation Activity - Match idiomatic expressions with their meanings. - Use idioms in short customer interaction dialogues. Call Script Enhancement Activity - Rewrite basic call scripts using appropriate colloquial expressions. - Simulate using the enhanced script in a customer interaction.
	Perform call listening skills specifically tailored for phone interactions	Active Listening Simulation - Listen to recorded call scenarios and identify key information. Write notes summarizing the caller's concern. Listening for Gist Exercise - Listen to a short call transcript and identify the main concern. Then respond with the proposed solution based on the information gathered.
5	Analyze probing questions specifically tailored for phone transactions	Probing Question Identification and Classification - Examine sample customer service dialogues and identify probing questions used in the interaction. - Classify each question as open-ended, closed-ended, or leading and explain its purpose.

Week	Learning Competency	Suggested Activities
		Probing Question Construction and Application - o Prepare probing questions based on given customer scenarios (e.g., complaint, inquiry). - o Simulate short phone interactions applying the probing questions to gather relevant information.
Content Standard	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.	
Performance Standard	The learners perform inbound and outbound call management, as well as call procedures.	
5	• Discuss the potential products, services, and markets in the contact center industry	Product-Service Analysis Activity - o Explain examples of products and services offered by contact centers (e.g., technical support, sales, booking). - o Describe key features and benefits of selected products/services. Market Scoping and Comparison Activity - o Analyze different markets (local vs. international accounts) served by contact centers. - o Explain how market needs influence service delivery.

Week	Learning Competency	Suggested Activities
	Perform inbound call simulations	Inbound Call Handling Role-Play - Simulate inbound call using proper call flow (opening, acknowledging, resolving concerns). - Learners respond to customer concerns using appropriate communication strategies. Inbound Call Scenario Practice - Analyze a customer inquiry scenario and identify required steps in the call flow. - Simulate the interaction focusing on resolution and customer satisfaction.
6	Perform outbound call simulations	Outbound Sales Call Simulation - Simulate a call introducing a product/service to a potential customer. - Apply probing and persuasion techniques to position the product and close the interaction. Customer Follow-Up Call Activity - Prepare a short script for a follow-up or sales call. - Perform the call applying outbound call flow (opening, probing, closing).
Suggested Performance Tasks	INDIVIDUAL PERFORMANCE TASKS	

Week	Learning Competency	Suggested Activities
	• Voice Control Practice Demonstrate voice control by delivering a short script using appropriate rate, volume, pitch, and tone. • Say It Right Perform a recorded customer service response showcasing clear and professional voice modulation during a simulated interaction. GROUP PERFORMANCE TASKS • Call Center Voice Simulation Simulate the customer interactions applying proper voice control techniques for clear communication. • Tone and Delivery Challenge Work as a team to present a scenario demonstrating effective use of rate, pitch, volume, and tone in communication.	
Content Standard		The learners demonstrate understanding of the fundamental concepts, processes, and best practices in handling product services and market for non-voice customer service settings.
Performance Standard		The learners perform non-voice services and procedures.
Week	Learning Competency	Suggested Activities
7	• Discuss non-voice products and service handling processes	Non-Voice Service Process Mapping - o Explain key steps in handling non-voice transactions (e.g., inquiry, troubleshooting, resolution). - o Prepare a simple flowchart showing the process of chat or email service handling.

Week	Learning Competency	Suggested Activities
		Product-Service Handling Scenario Analysis - o Analyze sample customer inquiries (e.g., product issue, complaint, request). - o Explain the appropriate handling process (response, resolution, escalation if needed).
8 - 10	• Perform non-voice simulations	Chat Support Simulation Activity - o Learners respond to simulated customer messages using proper chat flow (greeting, probing, solution, closing). - o Demonstrate multitasking by handling multiple chat scenarios. Email Response Simulation Activity - o Compose a structured email response to a customer concern using proper format (opening, body, resolution, closing). - o Review and improve their response for clarity, accuracy, and professionalism.
Suggested Performance Tasks	INDIVIDUAL PERFORMANCE TASKS • Simulated Call Handling Assessment - o Perform an individual inbound or outbound call simulation applying correct call flow (opening, probing, resolution, closing). • Non-Voice Customer Response Task (Chat/Email) - o Learner responds to a given customer concern via chat or email using proper structure and professional tone.	

	GROUP PERFORMANCE TASKS • Contact Center Service Simulation Project ◦ Perform a full contact center simulation (voice and/or non-voice) handling at least 2 different customer scenarios (e.g., inquiry, complaint, booking). • Industry Trends and Service Innovation Presentation ◦ Analyze emerging trends (AI, omnichannel, remote work, self-service) and propose a sample improved customer service process or tool application.
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** Teachers may assign learning competencies per week depending on the needs of the learners.*