

“Simulated Training: Impact on Call Center Agent’s Performance”



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Dedicated to Mentor of my life “My Mother”

Abstract

This descriptive study is aimed to demonstrate the role of Training upon the performance of Call Center Agent. Due to the changing environment, the role of training has been moved toward more of qualitative cum quantitative approach. Now the Call Center requires more sharp and skilled Call Center Agents. Technology has contributed a major part in it. The requirement for qualitative as well as quantitative approach has shaped new forms of training in Call Centers, besides role playing new forms like Computer Based Simulated training has been emerged.

Time is the major constraint within the Call Center. The research closely focused upon the major contributors like quality of training, computer based simulation and supervisor's ability within the Simulated Training and how time is affected by these major contributors. The study utilized a questionnaire to enhance the area of knowledge and focused group interviews from the trainers and supervisors of Call Center that helped to analyze and reach to a conclusion. The major findings are related to the effectiveness of training utilized in call centers and the role of supervisor to minimize the human interaction gap in simulation. It also highlighted time as of great importance for call center.

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