

# DIN CWA 14087:2001-04 (E)

European Call Centre Standards for training and qualification\_- Customer contact representative competences (English Version CWA\_14087:2000)

---

## CONTENTS

<b>1. Contribute to developing and maintaining positive caller relationships .....</b>	<b>4</b>
1.1 PROMOTE A POSITIVE IMAGE FOR THE ORGANISATION BY TELEPHONE.....	4
1.2 COMMUNICATE EFFECTIVELY BY TELEPHONE.....	4
1.3 MANAGE DIFFICULT CALLERS EFFECTIVELY .....	4
<b>2. Use Information Technology.....</b>	<b>5</b>
2.1 USE INFORMATION TECHNOLOGY EQUIPMENT .....	5
2.2 USE INFORMATION TECHNOLOGY APPLICATIONS .....	5
<b>3. Contribute and maintain an effective and safe working environment.....</b>	<b>5</b>
3.1 WORK TO AGREED PERFORMANCE AND QUALITY STANDARDS.....	5
3.2 DEVELOP YOUR OWN SKILLS TO IMPROVE PERFORMANCE .....	6
3.3 HAVE DUTY OF CARE TO HEALTH AND SAFETY.....	6