

LEARNING MODULE

TLE - ICT

G7 | Q1

Environment and Market in Computer Systems Servicing



NOTICE TO THE SCHOOLS

This learning module (LM) was developed by the Private Education Assistance Committee under the GASTPE Program of the Department of Education. The learning modules were written by the PEAC Junior High School (JHS) Trainers and were used as exemplars either as a sample for presentation or for workshop purposes in the JHS In-Service Training (INSET) program for teachers in private schools.

The LM is designed for online learning and can also be used for blended learning and remote learning modalities. The year indicated on the cover of this LM refers to the year when the LM was used as an exemplar in the JHS INSET and the year it was written or revised. For instance, 2017 means the LM was written in SY 2016-2017 and was used in the 2017 Summer JHS INSET. The quarter indicated on the cover refers to the quarter of the current curriculum guide at the time the LM was written. The most recently revised LMs were in 2018 and 2019.

The LM is also designed such that it encourages independent and self-regulated learning among the students and develops their 21st century skills. It is written in such a way that the teacher is communicating directly to the learner. Participants in the JHS INSET are trained how to unpack the standards and competencies from the K-12 curriculum guides to identify desired results and design standards-based assessment and instruction. Hence, the teachers are trained how to write their own standards-based learning plan.

The parts or stages of this LM include Explore, Firm Up, Deepen and Transfer. It is possible that some links or online resources in some parts of this LM may no longer be available, thus, teachers are urged to provide alternative learning resources or reading materials they deem fit for their students which are aligned with the standards and competencies. Teachers are encouraged to write their own standards-based learning plan or learning module with respect to attainment of their school's vision and mission.

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TECHNOLOGY AND LIVELIHOOD EDUCATION (TLE) –
INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)
GRADE 7

Module 1: Environment and Market in Contact Center Services

- Content Standard : The learner demonstrates an understanding of the environment and market relating to a career choice in Contact Center Services.
- Performance Standard : The learner shall be able to independently generate a business idea based on the analysis of environment and market in Contact Center Services.
- Transfer Goal : *Students on their own and in the long run will be able to market the available products and services with the use of call center technologies and tools.*

INTRODUCTION AND FOCUS QUESTION(S):

Have you ever wondered how an *entrepreneur* can become successful in his chosen field?

To answer this question, bear in mind that to be successful in any kind of business venture, potential or aspiring entrepreneur needs to explore the economic, cultural and social conditions prevailing in an area. The people's needs and wants in that area that are not met can be considered business opportunities.

A *new* entrepreneur can seize such business opportunities by identifying the needs of the community, its available resource and raw materials, and the appropriate technology. He should look closely at the environment and market – particularly watchful of existing opportunities and constraints, and to take calculated risks. *Opportunities* in the business environment are factors that provide possibilities for a business to expand and make more profit. On the other hand, *constraints* are factors that hinder business growth, thereby reducing the chance of generating profit.

To best evaluate these opportunities and constraint, an entrepreneur can conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. It is a managerial tool used to assess the environment and gather important information which is deemed necessary in strategic planning. Strengths and weaknesses are internal in an organization while opportunities and strengths exist in an external

environment. Opportunities relate to the market, new technologies and some external factors such as government policies, climate and trends. Threats, on the other hand, replace what competitors are doing including legal and other constraints. A good example of a business opportunity an entrepreneur can venture in is the establishment of a *call center company* which has the primary goal of receiving or transmitting a large volume of requests from customers by telephone, and the available digital technologies. A call center business is very much in demand in the selling and market of almost all products and services.

In this module, you will find out...

- What are the different products and services available in the market that can be promoted and sold in the Contact Center Business?
- What are the available digital tools that can be used to market and sell the different products and services in Contact Center Business?
- What is a SWOT Analysis?
- How can a SWOT Analysis be conducted properly?
- What are the profile of customers and competitors in a Contact Center Business?

LESSONS AND COVERAGE:

In this module, you will examine these questions when you take the lessons in:

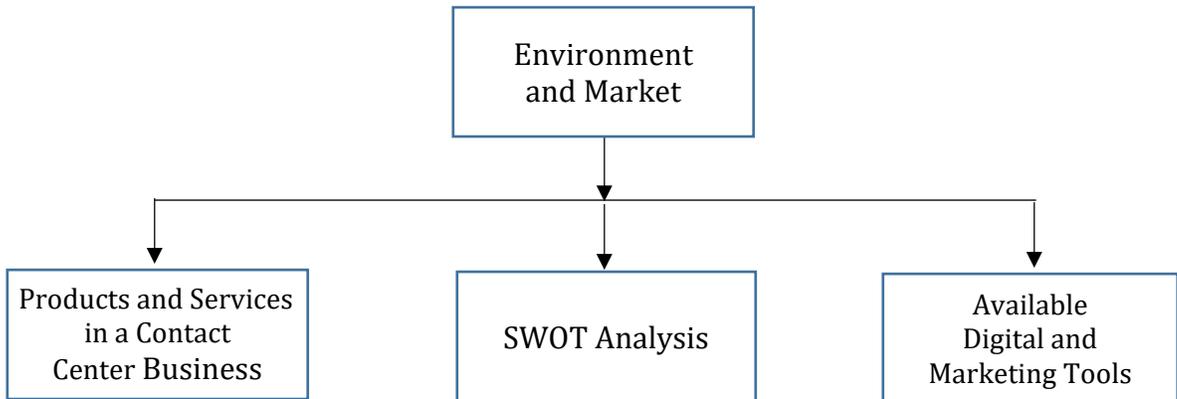
Lesson 1 – Environment and Market

In this lesson, you will learn the following:

<i>Lesson 1</i>	<ul style="list-style-type: none"> ▪ Identify the different products and services available in the market that can be promoted and sold in the Contact Center Business ▪ Compare the different products and services in Contact Center Business Identify the digital tools which can be used to market and sell the different products and services in Contact Center Business ▪ Define what a SWOT Analysis is ▪ Conduct SWOT Analysis by listing down the strengths, weaknesses, opportunities and threats in the market ▪ Determine the profile of potential customers and competitors in Contact Center Business ▪ Analyze the profile of potential customers and competitor in Contact Center Business ▪ Generate a potential business idea based on the SWOT Analysis
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MODULE MAP:

Here is a simple map of the above lessons you will cover:



EXPECTED SKILLS:

To do well in this module, you need to remember and do the following:

1. Make a Frayer Model diagram about Environment and Market
2. Conduct an interview with an *Entrepreneur* in your locality or community
3. Conduct SWOT analysis and document your findings using the SWOT Matrix and/or Smart Draw software
4. Analyze the profile of potential customers and competitors
5. Utilize the Internet effectively to research for topics about Contact Center Services
6. Create a PowerPoint presentation about the available applications and/or software used as digital tools in Contact Centers
7. Formulate meaningful questions based on one’s business idea using the Starbursting diagram
8. Conceptualize a business idea and document it using *Canvanizer 2.0*
9. Analyze videos about real-life scenarios in Contact Centers
10. Create a webpage about *Rubix cube* using Google Sites
11. Make an audio and video presentation about *Online Ordering Service* using Adobe Spark
12. Produce an infographic poster about the *chosen pre-loved item* using Canva.com

LESSON 1: ENVIRONMENT and MARKET

PRE-ASSESSMENT:

Let's find out how much you already know about this module. Choose the letter that you think best answers the question. Please answer all items. After taking this short test, you will see your score. Take note of the items that you were not able to correctly answer and look for the right answer as you go through this module.

- (A) 1. What is this framework for identifying and analyzing the external and internal factors and is a structured planning method that evaluates the four elements of an organization, project or business venture?
- A. PEST Analysis
 - B. SWOT Analysis
 - C. IFE Matrix
 - D. EFE Matrix
- (A) 2. What is the concept that can be used for financial gain that is usually centered on a product or service that can be offered for money?
- A. business matrix
 - B. business plan
 - C. business opportunity
 - D. business idea
- (A) 3. Which of the following is considered to be a central point in an enterprise from which all customer communications are managed?
- A. contact center
 - B. service center
 - C. customer service
 - D. help desk center
- (A) 4. Which is not considered to be a basic service provided by Contact Centers?
- A. Business Process Outsourcing (BPO)
 - B. Clientele Meet-up
 - C. Inbound and Outbound Calls
 - D. Automated Processes
- (A) 5. Which among the given digital tools is a system where telephone calls can be made through an Internet connection instead of using a traditional phone line for easier call monitoring and recording?
- A. Voice over Internet Protocol (VoIP)
 - B. Automated Call Distributor (ACD)
 - C. Interactive Voice Response (IVR)
 - D. Virtual Call Center (VCC)

- (M) 6. Which of the following is not included in the main purpose of conducting SWOT Analysis?
- A. Be realistic about the strengths and weaknesses of your organization.
 - B. It should distinguish between where your organization is today, and where it could be in the future.
 - C. It should always be specific. Avoid grey areas.
 - D. Your audit should be made long and very comprehensive. Complexity over analysis can be considered. *
- (M) 7. Whether conducted face-to-face, by telephone or via email, entrepreneurial interviews are becoming an increasingly popular tool to be used in the contemporary marketing campaigns. *Which of the following cannot be considered a useful tip when doing this type of interview?*
- A. Go into details with the specifics of the business you are about to delve for a successful interview. This will give you the confidence that your questions sound precise, professional and just on the spot.
 - B. Questions that could be followed by short Yes/ No answers are more advisable to be used over open questions which will yield a time-consuming and more detailed answers.
 - C. Make sure that questions are clear and can be easily understood both by the interviewee and the audience. Appealing quotes or phrases are always a good tool to catch people's interest from the very beginning.
 - D. Keep the right balance between professional and friendly attitude. Tone should be amicable to certain extend but still, speech needs to be elegant and courteous.
- (M) 8. As more and more companies rely heavily on a sales force of call center agents and customers are becoming more informed and adept consumers, call center agents who engage in adaptive selling are critical to the company's success. *Which does not apply adaptive selling technique in a call center company?*
- A. Acquire expertise and specific knowledge about the product or service being marketed and sold.
 - B. Adapt to a customer's social and communication style to facilitate trust and build harmonious relationship/s.
 - C. Understand and identify with the customer's needs and communicate with empathy to facilitate effective problem solving, selling and upselling.
 - D. Stick to the company's standard operating procedures (SOPs) so the customers would understand that you cannot just simply adjust to the situation at hand.

- (T) 9. You are tasked by your immediate head to create a webpage using Google Sites for a well-known *Contact Center* in Makati City. Prior to developing the said webpage, *which of the following can be considered to be the **least important**?*
- A. *Define your target audience.* Your audience includes the people that you want to attract to your website. If you're too general, then your website will lack focus. If you're too specific, then your website will only appeal to a small niche.
 - B. *Find out what your audience wants.* Is your audience looking for quick information? Are they looking for a specific product or service that you provide?
 - C. *Decide what you want to accomplish with the site.* You want to make certain things happen, and you want to prevent other things from happening. What steps are necessary to help you to meet your goals? *
 - D. *Consider visual elements.* Avoid using colors or graphics that make the content difficult to read. Readability is the most important priority. Avoid icons for navigation unless they are universally recognized. Use text to make sure that everyone can understand your navigation buttons. Use a clean layout. Avoid frames or other visual clutter. Colors and graphics should reflect the personality of your site.
- (T) 10. As a Contact Center agent, your main task is to effectively market and sell the products and services offered by your company. *Which of the following habits should be considered your top priority in order to be an effective digital marketer?*
- A. *Make a Plan.* A well fleshed out plan can steer digital marketers in the right direction and help them to identify and achieve their digital marketing objectives.
 - B. *Analyze, Fix and Reiterate.* Analyzing and reporting on the success of your campaigns at regular intervals will allow you to check what is working and what's not. Once you've delved deep into your Analytics you can identify the time wasting tactics that need to go.
 - C. *Use the Right tools.* Digital marketing tools can help you increase traffic to your website and improve your conversion rate, while project management tools can help you organize and manage both your personal and team projects. Take advantage of automated marketing systems that allow you to scale your marketing efforts effectively. *
 - D. *Self-Motivate.* Digital marketing is a new industry that needs self-motivators who can carve their own path. That's why you'll see so many job posts looking for "self-starters." Self-motivated individuals are great at problem solving, organization and delegation. They are passionate and deeply enthusiastic about their art – everything an effective digital marketer should be.

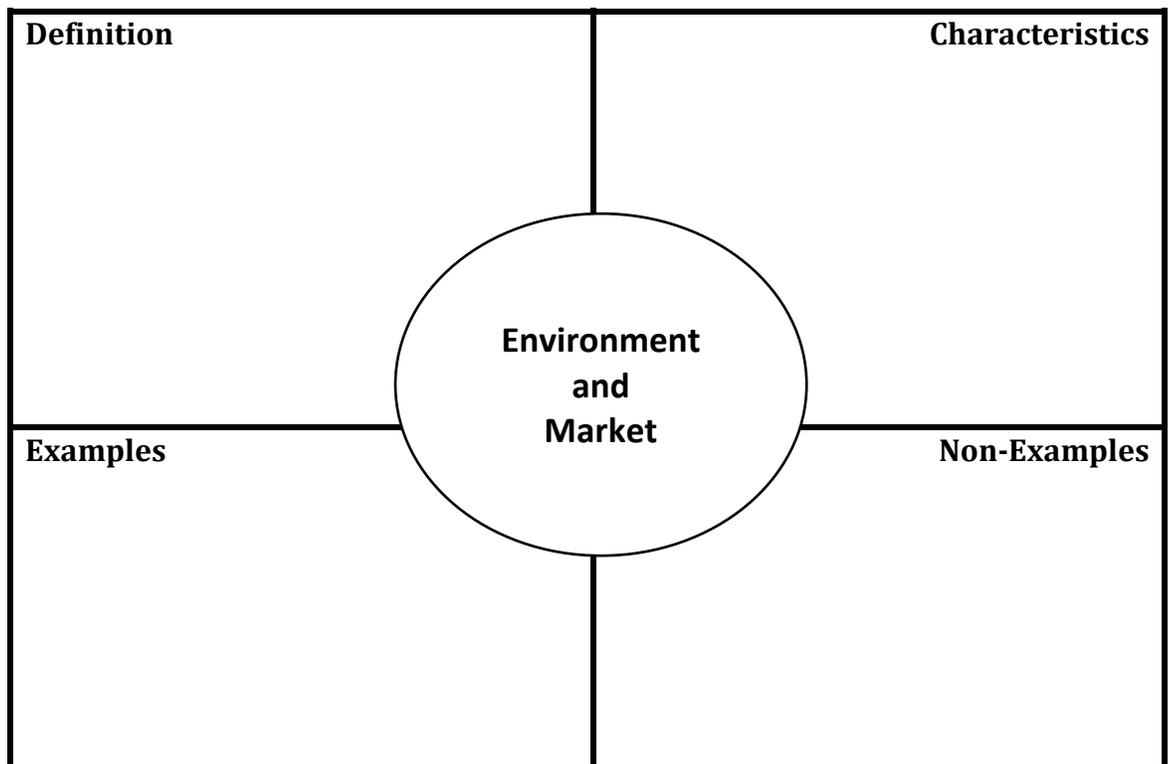


EXPLORE

Let's begin the module by performing the activity below in order to check your prior knowledge about the Environment and Market:

ACTIVITY 1. Frayer Model

1. Together with your assigned group mates, use the concept word *Environment and Market* as basis in writing your answers for the following:
 - a. In the *first* box, write the definition. Your answer should be clear and can be easily understood.
 - b. In the *second* box, list the characteristics of our concept word after you and your group mates have done brainstorming.
 - c. In the *third* box, list down examples of Environment and Market.
 - d. And in the fourth and final box, write down or enumerate non-examples of the concept word.



2. Answer the following *Process Questions*:
 - a. What do we mean by the term *Environment and Market*?
 - b. What certain characteristics of *Environment and Market* were you able to identify?

- c. How were you able to distinguish examples of *Environment and Market* from the non-examples?
- d. How are you going to relate the importance of *Environment and Market* in s Contact Center Business?

After you have given your initial ideas about the term *Environment and Market*, let us now proceed to the next activity.

ACTIVITY 2. Let's Find Out

Let us find out what you know about Environment and Market of the Contact Center Services by filling-up the Initial Answer of the IRF Worksheet.

Write your answers to the Essential Question:

How are the business ideas in Contact Center Services determined?

IRF SHEET

Initial Answer
Revised Answer
Final Answer

Let's find out how others would answer the above and compare their ideas to our own. As you compare, you will find out if your ideas are in line with the standard.

You will also learn other concepts which will help you complete a required project found at the end. This project is about a Digital Portfolio to be used in selling / marketing a Call Center's products and services.

We will start by doing the next activity.



FIRM-UP

Your goal in this section is to learn and understand key concepts about...

- Different Products and Services available in the market that can be promoted and sold in Contact Center Business
- Digital tools which can be used to market and sell the different products and services in Contact Center Business
- Strengths, Weaknesses, Opportunities and Threats (SWOT) in the Market
- SWOT Analysis

In order to have a clear grasp of these key concepts, perform the following activities:

ACTIVITY 3. 3-2-1 Strategy

1. After our discussion about Contact Center Services, its four (4) basic categories, products and services offered, and the advantages of such, use the **3:2:1** framework below to document your concept attainment and understanding of our lesson:

Three (3) Examples of the Basic Categories of a Contact Center

1. _____
2. _____
3. _____

Two (2) Examples of Services offered by a Contact Center

1. _____
2. _____

One (1) significant benefit using Contact Center Services in promoting the different products and services

1. _____

2. Answer the following *Process Questions*:
 - a. How would you define the term *Contact Center Services*?
 - b. What are the characteristics and features of a *Contact Center Services*?
 - c. How would you differentiate the basic categories of a Contact Center Services?

- d. Can you explain the advantages of using the different services in a Contact Center?

ACTIVITY 4. Code Breaker

1. Indicated in the table below are three (3) prominent Contact Center companies in the Philippines. Visit the websites of these companies in order to complete the Code Breaker chart.

Recommended Websites	Category	Offered Services	Industries Served
Website 1: CONVERGYS URL: http://www.convergys.com			
Website 2: TELEPERFORMANCE URL: https://www.teleperformance.com/en-us/philippines/about-us			
Website 3: TELUS URL: https://www.telusinternational.com.ph/			

2. After filling-up the chart, share you views and insights to your assigned partner.
3. Answer the following *Process Questions*:
- In what ways are the three (3) Call Center companies similar? different?
 - Who are the usual clients of these companies?
 - Why are Filipino workers greatly hired for this type of employment?

- d. What make Contact Center companies a fast-growing industry in the Philippines?

Now that we have tackled important concepts and ideas about Contact Centers and their services, let us continue our lesson by discussing and looking into the available digital tools that can be used in marketing the different product and services of Contact Center companies.

To check your learning about the previous discussion, perform the following activity:

ACTIVITY 5. Hunt Me, App!

1. Using the Internet, search and identify available applications and software for the following Call Centers digital tools that can help one provide remarkable customer support:
 - a. Interactive Voice Response
 - b. Automatic caller information screen pop
 - c. Call center software that integrates with your business tools
 - d. Call conferencing
 - e. Call monitoring, whisper coaching and call barging
 - f. Call recording
 - g. Real-time and historical reporting
2. Create an electronic presentation about this information and be able to present in class your output.

Now that you are able to grasp the idea of how is it to work in the Contact Center industry and have familiarized yourself with the tools used and needed in Call Center companies.

Let us check out how entrepreneurs can effectively promote their products through partnerships with Call Center companies.

ACTIVITY 6. Conversation with an Entrepreneur

It is important for you to enhance your understanding on how products are being developed and promoted in the market. This way, you can be able to evaluate whether such product can be promoted and distributed through Contact Centers.

For this activity, you are tasked to schedule an interview with an entrepreneur in your community. He may be someone who has served or is currently

engaged in any of the following fields/industries we have mentioned in our previous discussion (e.g. *Financial, Funeral/End-of-Life, Government, HVAC/Plumbing, Insurance, Legal, Medical, Pharmaceutical, Political, Professional, Real Estate, Retail, Sports, Towing, Utilities, Veterinarian, and the like*) and can share his insights on how to develop, promote and sell his products.

You may use the sample Interview form with corresponding Guide Questions found on the next page:

Interview Form for a Local Entrepreneur

Name of Entrepreneur:	Degree Finished:
Company /Business Name:	Nature of Business:
Contact Information:	

Interview Questions:

1. *What ignited the spark in you to start a new business venture or to make significant changes in an existing business? How did the idea for your business come about?*

2. *What were the biggest initial hurdles to building your business and how did you overcome them?*

3. *What factors do you consider in identifying your target customers?*

4. *What marketing strategies (particularly digital tools) do you consider in promoting your products and/or services? Which do you consider to be the most effective? least effective?*

5. *How unique are your products in comparison to your competitors'?*

6. *What features or characteristics do customers consider when buying a certain product?*

7. *How do you confirm positive / negative feedback or review from customers?*

8. *What would you say was the single most influential factor in your business' success?*

Interviewee:

SIGNATURE OVER PRINTED NAME

Interviewer:

SIGNATURE OVER PRINTED NAME

Prepare a *short narrative environment analysis* based on the details of the conducted interview and be able to discuss it in our class. You can highlight the aspect that intensifies your knowledge about product development in terms of:

- strengths and weaknesses of the business;
- opportunities that may arise for the business; and the

- factors which can be threatening to the business.

In our succeeding activities, you are to utilize the data gathered from this interview in analyzing how products are developed and promoted in the market. This will help you create business ideas related to the products and services offered in the Contact Center industries.

ACTIVITY 7. SWOT Analysis

SWOT is a comprehensive way to review and analyze the Strengths, Weaknesses, Opportunities and Threats facing a business. A well-crafted and honest SWOT analysis helps a business identify what it's doing well, where it can improve, and where it fits in the competitive environment.

For one to understand thoroughly his or her business, performing a SWOT analysis shows a viewpoint of the company's operations from a different angle. This analysis is critical to the organization's planning process, but this may be performed any time.

In order to deepen your understanding in creating a business idea, a SWOT analysis must be conducted. For this activity, you are to make a SWOT analysis for the business of the entrepreneur that you have interviewed. Categorize your observations according to **S**trengths, **W**eakness, **O**pportunities and **T**hreats and record them in the matrix below:

Strengths (S)	Weaknesses (W)
Opportunities (O)	Threats (T)

Answer the following *Process Questions* in relation to the framework on the previous page:

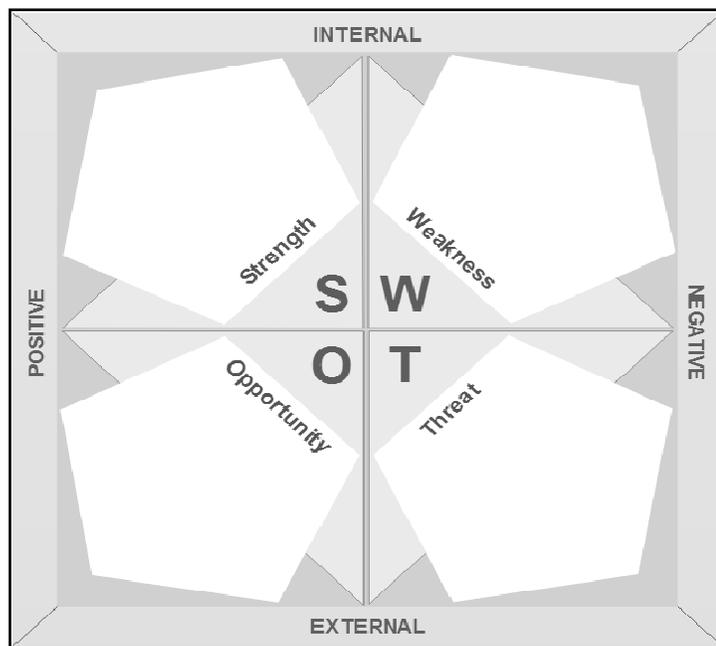
- What is your analysis of your business idea given the list of its SWOT?

- b. What are possible activities that may be done in order to make the business idea successful?
- c. What are the things you need to look into to see the strengths and weakness of a business idea?
- d. How would you consider something as an opportunity?
- e. What are possible reasons why there are threats in a business?
- f. What are the most essential things to consider in creating a business idea?

After doing this, use the information that you have in order to come up with a sound analysis, meaningful activities and best business idea. Use Smart Draw's SWOT analysis software to help you quickly and easily make professional looking SWOT analysis diagram.

ACTIVITY 8. Smart Draw

The *Smart Draw* software offers several SWOT diagram templates designed to make construction quick and easy. All you need to do is to add the *strengths* and *weaknesses* of your company as well as the factors that affect the project to the applicable boxes. Components of a SWOT analysis may be qualitative and anecdotal as well as quantitative and empirical in nature.



To further understand how this application can be used to come up with the SWOT Analysis, we are going to watch the video entitled *“Learn How to Create a SWOT Diagram using Smart Draw”* using the URL:

<https://www.youtube.com/watch?v=8ThRSFsnWkQ>.

Probing questions are valuable ways for one to understand a new idea and challenge it to ensure that all of the important aspects of have been considered before any work begins on implementing it. In doing this, it is essential that this is done in a systematic and comprehensive way.

Let us do the Starbursting Diagram to list down questions in generating a business idea.

ACTIVITY 9. Starbursting Diagram

Starbursting helps you identify key questions that need to be answered. It is a form of *brainstorming* that focuses on generating the “right” questions. To make a Starbursting diagram, follow the given steps:

Step 1:

Take a blank sheet of paper and draw a large *star with eight points* in the middle of the paper. Write down your problem in the center of the star (*see diagram below*).

Step 2:

Write the words - *Who, What, When, Where, Why, How, From Where, and To Where* - at the tip of each point of the star.

Step 3:

Brainstorm questions about your problem one point at a time. You can use the lists of preliminary standard questions to get the ball rolling:

Who, What, When, Where, Why, How, From Where, and To Where.

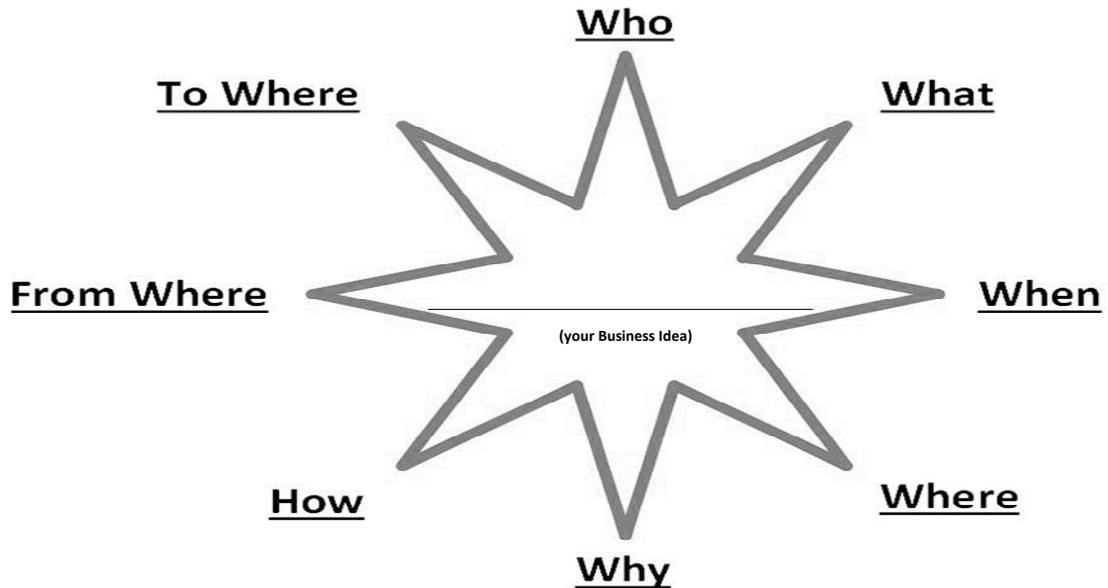
Spend time thinking up of as many of your own questions as can, too. Your questions may be some of the best ones. Don't begin answering your questions until you've developed as many questions as possible.

Step 4:

Next, it may be helpful to *sort* and *prioritize* your questions, then determine which questions are your *Key Questions*.

Step 5:

The final step in this exercise is to discover the answers to your key questions.



1. Using the Starbursting Diagram, list down questions about the new business idea that you acquired.
2. Answer the following *Process Questions*:
 - a. What are possible questions one would raise in understanding a business idea?
 - b. In creating the questions for the different aspect, what considerations do you have to look into?

ACTIVITY 10. SWOT ANALYSIS on Sheika Hals Leisure Center

Sheika Hals Leisure Center has hired you to help them with their marketing decision making. Perform a SWOT analysis on Sheika Hals Leisure Center, based upon the following issues:

- a. The Center is located within a two-minute walk of the main bus station, and is a fifteen-minute ride away from the local railway station.
- b. There is a competition standard swimming pool; although it has no wave machines as do competing local facilities.
- c. It is located next to one of the largest shopping centers in the area.
- d. It is one of the oldest centers in the area and needs some aesthetic attention.
- e. Due to an increase in disposable income over the last six years, local residents have more money to spend on leisure activities.
- f. There has been a substantial decrease in the birth rate over the last ten years.

- g. In general people are living longer and there are more local residents aged over fifty-five now than ever before.
- h. After a heated argument with the manager of a competing leisure center, the leader of a respected local scuba club is looking for a new venue.
- i. The local authority is considering privatizing all local leisure centers by the year 2020.
- j. Press releases have just been issued to confirm that Sheika Hals Leisure Center is the first center in the area to be awarded quality assurance standard ISO 9020.
- k. A private joke between staff states that if you want a day-off from work that you should order a curry from the Center's canteen, which has never made a profit.
- l. The Center has been offered the latest sporting craze.
- m. Sheika Hals Leisure Center has received a grant to fit special ramps and changing rooms to accommodate the local disabled.
- n. It is widely acknowledged that Sheika Hals has the best-trained and most respected staff of all of the centers in the locality.

Use the Smart Draw software to come up with your output for this activity.

End of FIRM UP:

After learning about available products and services in the market in the business sector, how much of your initial ideas are found in the discussion? Which ideas are different and need revision? What new learning goal should you now try to achieve?

ACTIVITY 11. Let's Check

Return to the previous section and compare your initial ideas with the discussion then answer the Revised Answer part of the IRF Worksheet.

Essential Question:

How are the business ideas in Contact Center Services determined?

IRF SHEET

Initial Answer
Revised Answer

Final Answer

Now that you know the important ideas about this topic, let's go deeper by moving on to the next section.



DEEPEN

In order to clearly understand how a call center works. Watch the following videos about existing top call center companies and be able to understand and learn how they work.

ACTIVITY 12. Video Analysis

1. Video1 : *Meet Accenture*

URL: <https://www.youtube.com/watch?v=WZLZUuGkwOg>

Answer the following Process Questions:

- a. What does Accenture do?
- b. What are the three main services offered by Accenture?
- c. Choose one example given in the video, explain how Accenture was able to help this company/organization?

2. Video 2: *Digital Marketing Delivered*

URL: <https://www.youtube.com/watch?v=rOjmlZ9h-Ww>

Create a conceptual map using the box below to summarize the information discussed in the video.



3. Video 3: *Overcoming the “I’m Not Interested” Objection on the Front End of an Outbound Call*

URL: <https://www.youtube.com/watch?v=kXwWVJAo3Dc>

Complete the table below based on tips presented in the video.

The Three (3) Secrets in Handling Objection in Outbound Calls	When will you Use this Technique?
a.	
b.	
c.	

4. Video 4: *The Future of Customer Experience – Agent Experience Video*

URL: https://www.avaya.com/en/videos/the-future-of-customer-experience-agent-experience-video/0_c4pajmke/

Answer these basic questions about the video:

a. What is Matt’s problem?	
b. How was Ken able to connect/ communicate with Matt?	
c. What are the different information that Ken learned about Matt?	
d. How did Matt help Matt?	
e. What are additional customer service offered by Ken to Matt?	
f. How did Matt express his satisfaction with the service done?	
g. What are the tools needed by agent to get the job done quickly and effectively?4	

The videos that you have watched allow you to see how Contact Center Service companies work, handling rejections from customers and also the future of such companies. Now, let us try to see how you will handle different situations about Contact Center Service.

ACTIVITY 13. Guided Generalizations

Given the following situations, answer the questions based on the given situations. Write your answers on the space provided.

- a. Title: *Product Advancement*

A call center company intends to upgrade one of their products to be released by the end of the year. If you are one of the marketing agents, ***what would be the best business idea that you can come up with using an infographic? Explain your answer.***

ANSWER:
SUPPORTING TEXTS:
REASON:

b. Title: *Advertising*

<p>Ceragem Health Care company currently needs a boost in marketing its <i>Ceragem massage beds</i>. To do this, the owner sought the support of a call center company in coming up with a business plan using <i>videomercial</i>. If you are the agent assigned to this account, <i>how can the available Contact Center technologies, analysis of environment and market help materialize this plan?</i></p>
ANSWER:
SUPPORTING TEXTS:
REASON:

c. Title: *Product Pitch*

<p>Given the nature of how product marketing is being done in Call Center Companies, <i>how will you pitch your product through the company website?</i></p>
ANSWER:
SUPPORTING TEXTS:

REASON:

<i>What are the common ideas among the reasons you have given in the different scenarios?</i>
<i>What generalization can you come up with?</i>

After you have experienced analyzing the given scenarios in the previous activity, try to answer another set of situations on your own.

Guided Generalizations (Summative)

Given the following situations, answer the questions based on the given situations. Write your answer on the box provided.

- a. Title: *Millennial Consumers*

<p>Kath Kidston Cosmetics is launching their new line of make-up products to tap the niche of millennials. As the head of the marketing solutions of your call center company, <i>what innovative business proposition can you submit to the top management? Justify your answer by using an infographic to present your business proposal.</i></p>
ANSWER:
SUPPORTING TEXTS:
REASON:

- b. Title: *Business Partnership*

<p>Medaire is the world’s leading travel risk management solution provider who recently partnered with your call center company. The company is currently planning to expand in land based travel services and solutions. Your team is tasked to create an audio-visual presentation on their various medical kits for land based travel e.g. car, trucks, hiking and outdoor activities. <i>If you are assigned to this account using a videomercial, how can you convince the owners to build partnership with Medaire to form a business to market their product?</i></p>

ANSWER:
SUPPORTING TEXTS:
REASON:

c. Title: *Inbound Calls*

<p>Call center service includes inbound client support to answer queries of different products and services of their partner companies. Using the company’s website, <i>what is the best Contact Center Service to use in answering queries and market the business offered by the company? Why?</i></p>
ANSWER:
SUPPORTING TEXTS:
REASON:

What are the common ideas among the reasons you have given in the different scenarios?

What generalization can you come up with?

Rubric Scoring Guide:

4 pts.

In addition to Level 3 response, student's answer shows in-depth inference that go beyond class discussion of the Enduring Understanding (EU) and other compelling evidences related to the text.

3 pts.

Explanation shows no major errors or omissions regarding the Enduring Understanding (EU). Justification shows logical reasoning with appropriate text citation.

2 pts.

Explanation contains major errors or omissions regarding the Enduring Understanding (EU). Justification shows logical reasoning but text citation is not relevant.

1 pt.

Explanation has no major reference to the Enduring Understanding (EU). Justification is either incomplete, missing or lacks support of evidence.

0 pt.

No explanation and justification were found in the answer.

The previous activities in coming up with your generalizations based on the given scenarios should have enhanced your skills in doing things on your own

End of DEEPEN:

In this section, the different videos helped you see real-life situations where Contact Center Service is involved.

What new realizations do you have about the topic?

What new connections have you made for yourself?

What helped you make these connections?

ACTIVITY 14. Let's Finalize

Return to the previous section and compare your initial ideas with the discussion then answer the Final Answer part of the IRF Worksheet on the next page.

Essential Question:

How are the business ideas in Contact Center Services determined?

IRF Worksheet

Initial Answer
Revised Answer
Final Answer

Now that you have a deeper understanding of the topic, you are ready to do the tasks in the next section



TRANSFER

Your goal in this section is apply your learning to real life situations. You will be given a practical task which will demonstrate your understanding on how to use digital tools to market and sell the different products and services of the Contact Center Business.

ACTIVITY 15. My Best Business Idea

Have you ever had a genius business idea struck you only to fizzle out in the end because you have no idea of how to bring your startup idea to the next level?

Well, to help you get started, research for the concrete step-by-step guide on how to develop your startup idea using the Internet. After which, conduct a *brainstorming* with your group mates for the best possible business idea you can think of. Write your answers using the framework below (or you may use *The Canvanizer 2.0* with URL- <https://next.canvanizer.com/demo/wA-82vhUOBc>):

The Business Model Canvas Designed for: _____ Designed by: _____

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Channels do we partner with? Which Key Activities do we perform on behalf of our partners? Which Key Relationships do we establish through our partners?</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to solve Customer Segment's problem? Which customer benefits are we creating?</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which value, have we established? How do they expect to interact with our business model? How easily are they?</p>	<p>Customer Segments</p> <p>For whom are we creating value? Which are our most important customer? How many are they?</p>
<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>		<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels changing? Which value are we creating? Which value are we capturing? How are we integrating them with customer activities?</p>		
<p>Cost Structure</p> <p>What are the most important costs of our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? How are we integrating them with customer activities?</p>			<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to our financial?</p>	

www.businessmodelgeneration.com

Answer the following *Process Questions*:

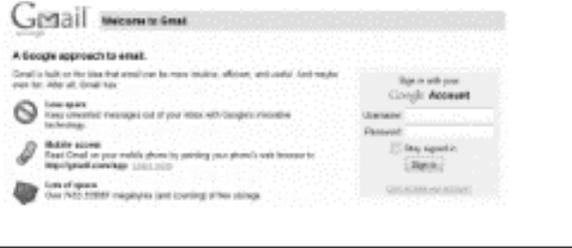
- What factors did you consider in coming up with your business idea?
- How did our previous discussion and activities help you in doing this?
- Cite your *most important* learning about our activity in generating a business idea.

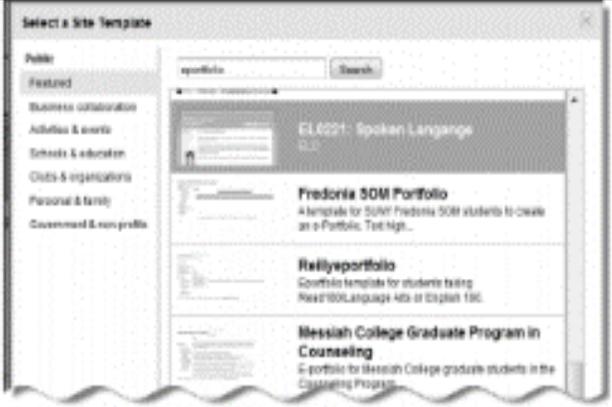
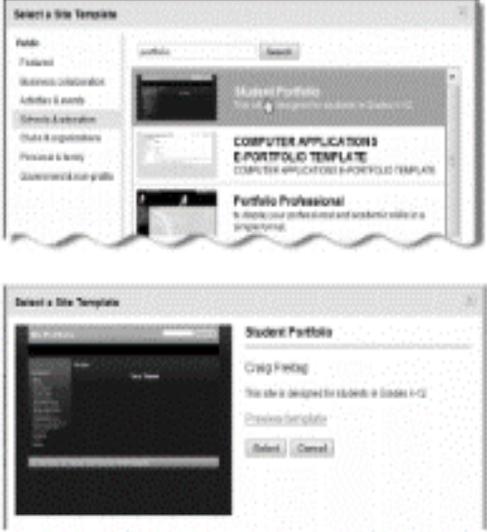
ACTIVITY 16. Creating a Webpage using Google Sites

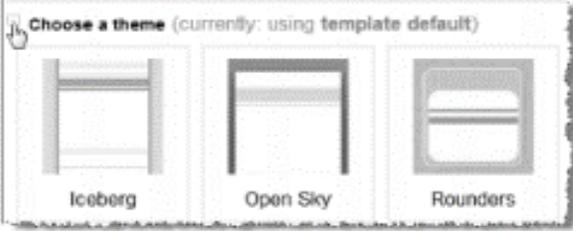
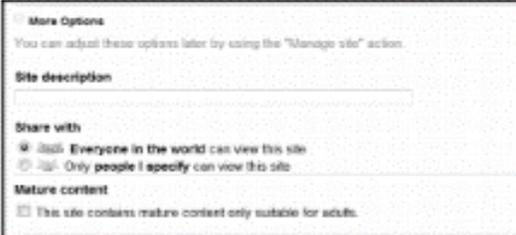
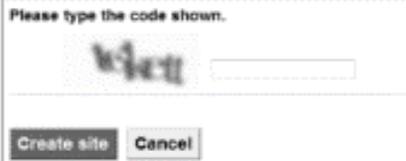
Prior to this activity, the following concepts in creating a webpage will be discussed:

- Parts of a webpage
- Elements of a webpage
- Storyboarding

- Guidelines in the Effective Presentation and Selling of Products
After the rubric to be used in rating your expected output has been explained and presented, a guided hands-on activity will be done. The Rubix cube will be used as the theme / topic in performing the following steps to make a webpage using Google Sites:

<p>1. Log into your account.</p> <ul style="list-style-type: none"> Go to www.google.com Sign into your Google Account. Username: <i>youraccount@gmail.com</i> and password. Click the Sign in button. 	 <p>The screenshot shows the Gmail 'Welcome to Gmail' page. It features a sign-in form with fields for 'Username' and 'Password', and a 'Sign in with your Google Account' button. There are also links for 'Forgot your account?' and 'Sign up for Gmail'.</p>
<p>2. Go to Google Sites</p> <ul style="list-style-type: none"> In the More drop down menu, click Sites. 	 <p>The screenshot shows the Google search page with the 'More' menu open. The menu items include Books, Finance, Translate, Scholar, Blogs, YouTube, Calendar, Photos, Documents, Reader, Sites, and Groups. The 'Sites' option is highlighted with a mouse cursor.</p>
<p>3. Create a new site.</p> <ul style="list-style-type: none"> Click the Create new site button. 	 <p>The screenshot shows the 'Google sites' page with a prominent 'Create new site' button highlighted by a black box.</p>
<p>4. Choose a template to use.</p> <p>You can use one of the template thumbnails displayed to select a template or click the Browse the gallery for more link to view additional templates to choose from.</p> <ul style="list-style-type: none"> Click the Browse the gallery for more links. 	 <p>The screenshot shows the 'Choose a template to use' section of Google Sites. It displays several template thumbnails: 'Blank site', 'Project site', 'Classroom site', 'Family site', and 'Social team'. A 'Browse the gallery for more' link is visible on the right.</p>

<p>5. In the Select a Site Template screen you can search through the listed categories, or use the Search option to locate a template to use.</p> <ul style="list-style-type: none"> • In the Search field, enter ePortfolio and then click the Search button. • A list of site templates appears. <p>Note: A variety of site templates are available, use the Search field to locate appropriate templates for the type of site you wish to create. For example, to create a <i>web journal</i>, <i>photo site</i>, <i>etc.</i></p>	 <p>The screenshot shows a search interface with a search bar containing 'ePortfolio' and a search button. Below the search bar, there are several template cards. The first card is titled 'EL 6021: Spoken Language' with a 'Go' button. The second card is 'Fredonia SOM Portfolio', described as a template for SUNY Fredonia SOM students to create an e-Portfolio. The third card is 'Reillyportfolio', described as a sports template for students testing Reading/Language Arts or English Test. The fourth card is 'Messiah College Graduate Program in Counseling', described as an e-portfolio for Messiah College graduate students in the Counseling Program.</p>
<p>6. In the list, identify the template you want to view.</p> <ul style="list-style-type: none"> • Click the Preview template link to view the pages in this template website. <ul style="list-style-type: none"> • This lets you see if the template contains the pages you want to include in your site. You can edit the site and the pages after you select a template, but it is a good idea to select a template that provides a majority of the elements you want for your site. <ul style="list-style-type: none"> • Click the Use this template button to select this template. 	 <p>The first screenshot shows the 'Select a Site Template' screen with 'Student Portfolio' selected. The second screenshot shows a preview of the 'Student Portfolio' template, which includes a 'Preview template' link and 'Select' and 'Cancel' buttons.</p>  <p>The screenshot shows a preview of the 'My Portfolio' website. It features a navigation menu on the left with links like Home, About, Contact, etc. The main content area has a 'Home' heading and a 'Your Name' placeholder.</p>

<p>7. Google takes you back to the Create New Site page. Next you will name your website.</p> <ul style="list-style-type: none"> In the Name your site field, enter a name for your website. (For example, <i>YourName_portfolio</i>.) As you type, Google updates the site URL (web address) in the field below. Your site web address can only contain letters and numbers, no special characters. 	
<p>8. Choose a theme for your site. The template you chose already has a theme (colors/design) applied to it, but you can select a different theme if you like.</p> <ul style="list-style-type: none"> Click the (+) in front of Choose a theme to display themes you can apply to your site. Click the thumbnail image of the theme you want to apply. 	
<p>9. More Options lets you provide a description for your site, specify who can view the site, and set whether the site contains mature adult content.</p> <ul style="list-style-type: none"> Click the (+) in front of More options to display the additional options. Under Share with, select Only people I specify can view this site if you want to limit who can view your site. 	
<p>10. Type the verification code.</p> <ul style="list-style-type: none"> In the Please type the code shown field, enter the text displayed on the screen, and then click the Create site button. 	
<p>11. Review your site.</p> <ul style="list-style-type: none"> Click Edit Page to update content in your site. 	

After learning how to make a webpage using Google Sites, you are now ready to create a video and audio presentation (using Adobe Spark) which can be included in your webpage.

ACTIVITY 17. Creating a Video and Audio Presentation using Adobe Spark

In this activity, two (2) videos will be shown to help you understand the task at hand:

"How to Make a Video using Adobe Spark"

(URL-<https://www.youtube.com/watch?v=-iZyMWBU708>)

"Adobe Spark Video: How to Add Audio Narration"

(URL-<https://www.youtube.com/watch?v=gOLqP8SKc4M>)

You will be given two (2) meetings to shoot for your video about *Online Ordering Service*. During the first part of this activity, you will still be guided in using Adobe Spark to make your video and audio presentation. After which, you should be able to finish the remaining parts of the video and audio presentation on your own.

Using the rubric, feedback on your output and presentation skills will be given by your teacher.

ACTIVITY 18. Creating an Infographic using Canva.com

In this activity, the students will be divided into groups and will be tasked to produce an infographic about their pre-loved items with the help of an online website called Canva.com

Using the designated rubric, each group will be given the chance to evaluate the other groups' output.

Procedure:

1. A snippet from the "*Beauty of Data Visualization*" TED Talk by David McCandless will be shown to you.
2. After this, you will be asked to share your insights/reactions after watching the video and exploring examples by answering the following process questions:
 - a. Which infographic was the best? Why?
 - b. What made them interesting, content or design? or both?
 - c. How did the use of fonts, color, graphics and imagery contribute?
 - d. Did the design contribute to how you felt about the information?

3. You will create an infographic poster about your chosen pre-loved items by groups.
4. You will be given the time to research their selected content as well as how you will visually convey it. Your teacher will, every now and then, assess your understanding and comprehension of the content as you collect and clarify information.
5. When your notes are complete and you are confident about the information and your knowledge of it, you and your group mates will be asked to produce a rough visual sketch of how you will share the information taking into consideration organization and design.

Now that you have learned how to use the different digital tools, accomplish the self-assessment checklist of the skills you have acquired.

PERFORMANCE SKILL	ABLE TO DO ALL STEPS BY MYSELF AND WITH MUCH CONFIDENCE	ABLE TO DO MOST STEPS BUT NEED COMMENTS AND FEEDBACK FROM OTHERS	NEED DETAILED STEP-BY-STEP INSTRUCTION
1. I can formulate a feasible and logical business idea			
2. I can utilize multi-media elements in creating a digital portfolio for products and services in the Contact Center Services.			
3. I can design a digital portfolio using text element, lay-out and color.			
4. I can create navigate the links with ease.			
5. I can present the digital portfolio			

confidently to an audience.			
6. I can speak in a clear manner.			

After having experienced using digital tools in selling and marketing products in a Contact Center setting, your understanding of the lesson will be gauged with this performance task

Performance Task:

As members (*marketing manager, web designer, video production staff, layout artist, voice-over artist*) of the sales and marketing team of a call center company, part of your quarterly projection report is to generate a viable business plan presented through a digital portfolio containing the strategies / efforts that will be used in promoting the products and services. This portfolio will be presented to the Executive Board and evaluated in terms of *content, multi-media elements, usability & accessibility: text elements, lay-out & color, ease of navigation, and presentation / delivery of output.*

Your Performance Task will be evaluated based on the following rubric:

Criteria	4 Exemplary	3 Satisfactory	2 Developing	1 Beginning
Content	The business idea presented is feasible, logical and innovative.	The business idea presented is feasible and logical .	The business idea presented lacks organization and coherence.	The business idea presented is illogical and unattainable.
Multimedia Elements	The elements in the digital portfolio contribute to effectively enhance the understanding of the concepts/ideas and information about the company products and services.	The elements in the digital portfolio contribute to the understanding of the concepts/ideas and information about the company products and services.	There are elements in the digital portfolio creates confusion and misunderstanding of the concepts/ideas and information about the company products and services.	The elements in the digital portfolio <i>do not</i> contribute to the understanding of the concepts/ideas and information about the company products and services.
Usability & Accessibility: Text Elements, Lay-out & Color	The digital portfolio is visually attractive. Fonts, styles and sizes are appropriate, consistent and promote readability.	The digital portfolio is readable. Fonts, styles and sizes are consistent in all parts of the portfolio.	Fonts, styles and sizes are inappropriately used in some parts of the digital portfolio	Fonts, styles and sizes are distracting in all parts of the digital portfolio
	Horizontal and vertical white space alignment are used to organize and make the content	Horizontal and vertical white space alignment are used to organize content.	Horizontal and vertical white space alignment make the content disorganized in some parts.	Horizontal and vertical white space alignment are used inappropriately, and the content appears

	more appealing to read.			disorganized and cluttered.
	Color of the background, fonts and links ensures the readability and is aesthetically appealing throughout the digital portfolio.	Color of the background, fonts and links are consistent throughout the digital portfolio.	Color of the background, fonts and links are distracting in some parts of the digital portfolio.	Color of the background, fonts and links makes the content confusing in all parts of the digital portfolio.
Ease of Navigation	The navigation links in the digital portfolio are functioning and without blind links.	The navigation links in the digital portfolio are functional.	The navigation links in some parts of the digital portfolio are missing	All navigation links in the digital portfolio does not work.
Delivery / Presentation of Output	There is consistent and lively use of direct eye contact that holds the attention of the audience.	There is sufficient eye contact with audience.	Displays minimal eye contact with audience while reading most of the notes.	Holds no eye contact with audience, as entire report is read from the notes.
	Speaks confidently and in a modulated manner to maintain audience interest and emphasize key points.	Speaks in a clear manner.	Speaks in uneven volume with little or no inflection.	Speaks in barely audible and monotonous manner.

**Each group will be given an opportunity to do a self-evaluation using the same rubric*

End of TRANSFER:

In this section, your task was *to make a digital portfolio to market the product and services of a call center company.*

*How did you find the performance task?
How did the task help you see the real world use of the topic?*

ACTIVITY 19. Journaling

Write a reflection in your journal expressing the important real life-lessons that you have learned after doing the Performance Task.

Include in your journal a narration of the significant things that had happened during the creation of your Digital Portfolio and the actual presentation of your output. Be ready to share this in front of the class.

Answer the following Process Questions:

- *How did you find the performance task?*

- *How did the task help you see the real world use of the topic?*

Share your reflection with your chosen partner through a Think-Pair-Share Activity and then to the whole class.

You have completed this lesson. Before you go to the next lesson, you have to answer the following post-assessment.

GLOSSARY OF TERMS USED IN THIS LESSON:

1. *Adobe Spark* – is an integrated suite of storytelling applications for the iPad, iPhone, and web developed by Adobe Systems.
2. *Business Idea* – is a concept that can be used for financial gain that is usually centered on a product or service that can be offered for money.
3. *Business Model* – a design for successful operation of business, identifying revenue sources, customer base, products, and details of financing.
4. *Business Process Outsourcing* – is a subset of outsourcing that involves the contracting of the operations and responsibilities of a specific business process to a third-party service provider.
5. *Call Barging* – is a call center software feature that allows a call center manager to listen in on live calls without the caller or call center agent knowing and then barge into the call to speak with both the agent and the caller.
6. *Call Conference* – is a telephone call in which someone talks to several people at the same time.
7. *Call Monitoring* – a call center feature that lets managers listen in on agent's calls in order to improve agent performance.
8. *Call recording* – to record a telephone call or other audio source.
9. *Canvanizer 2.0* – is a digital tool used to create business model canvass
10. *Contact Center Services* – an integrated and usually automated communication system that coordinates all telephone and electronic contacts between an organization and the public.
11. *Customer* – a person or organization that buy goods or services from a store or business.
12. *Customer Relationship Management* – denotes strategies and software that enable a company to organize and optimize its customer relations.
13. *Digital Portfolio* – online set of pieces of creative work.
14. *Digital Tools* – are programs, websites or online resources that can make tasks easier to complete.
15. *Entrepreneur* – a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
16. *Environment* – the surroundings or conditions in which a person, animal, or plant lives or operates.
17. *Google Sites* - is a structured wiki- and webpage- creation tool offered by Google as part of the G suite productivity suite.
18. *Historical Reporting* – collected data generated either manually or automatically within an enterprise.
19. *Infographic* – a visual image such as a chart or diagram used to represent information or data.

20. *Interactive Voice Response* – is a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via keypad.
21. *Market* – the state of trade at a particular time or in a particular context.
22. *Product* – an article or substance that is manufactured or refined for sale.
23. *Real-Time Reporting* – a security DVR that displays and records at 30 frames per second per channel of security.
24. *Screen pop* – is a feature of a computer telephony integration application that automatically displays all of the relevant caller and account information on a call center agent’s screen during a call.
25. *Service* – the action of helping or doing work for someone.
26. *Smart Draw* – is a diagram tool used to make flowcharts, organization charts, mind maps, project charts, and other business visuals.
27. *Software* – the programs used to operate computers and related devices.
28. *Starbursting* – is a form of brainstorming that focuses on generating questions rather than answers.
29. *SWOT Analysis* – a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.
30. *Videomercial* – video commercial, a form of advertisement or promotions.
31. *Voice Over Internet Protocol* – is a category of hardware and software that enables people to use the internet as the transmission medium for telephone calls by sending voice data in packets using IP rather than by traditional circuit transmissions of the PSTN.
32. *Webpage* – a hypertext document connected to the World Wide Web.
33. *Whisper Coaching* – is a variation of silent monitoring which is the capability to listen into ongoing phone conversations.

REFERENCES AND WEBSITE LINKS USED IN THIS LESSON:

- “Dictionary by Merriam-Webster: America's most-Trusted online dictionary.”
Merriam-Webster, Merriam-Webster, www.merriam-webster.com.
- “Digital Marketing Delivered - Accenture Interactive.” YouTube, YouTube, 13 July 2016, www.youtube.com/watch?v=rOjmIZ9h-Ww.
- “English Dictionary, Translations & Thesaurus.” Cambridge Dictionary, dictionary.cambridge.org
- “Get started with Sites – Google Learning Center.” Google, Google, gsuite.google.com/learning-center/products/sites/get-started.
- “Starbursting: Understanding New Ideas by Brainstorming Questions.”
Brainstorming Techniques from MindTools.Com,
www.mindtools.com/pages/article/newCT_91.htm.
- “SWOT Analysis: Discover New Opportunities, Manage and Eliminate Threats.”
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- opl10nt9n. “Adobe Spark Tutorial - How to make a video with Adobe Spark in 15 minutes.” YouTube, YouTube, 24 May 2016, www.youtube.com/watch?v=-iZyMWBU708.

smartdraw. "Learn How to Create a SWOT diagram with SmartDraw." YouTube, YouTube, 21 Mar. 2014, www.youtube.com/watch?v=8ThRSFsnWkQ.

POST-ASSESSMENT:

It's now time to evaluate your learning. Choose the letter of the answer that you think best answers the question. Your score will only appear after you answer all items. If you do well, you may move on to the next module. If your score is not at the expected level, you have to go back and take the module again.

- (A) 1. In a SWOT Analysis, weakness refers to those that could still be improved, to avoid, and factors that would lose sales, *which is NOT a weakness?*
- A. Too narrow product line
 - B. Lack of managerial depth
 - C. Difficulties in recruiting new employees
 - D. Costly regulatory requirements
- (A) 2. What is this information industry term for methodologies, software, and usually internet capabilities that help an enterprise handle customer in an organized way?
- A. Return on Investment
 - B. Supply Chain Management
 - C. Enterprise Resource Planning
 - D. Customer Relationship Management
- (A) 3. What part of a webpage enables visitors to check other pages of the website?
- A. Header/Banner
 - B. Navigation Bar
 - C. Search Bar
 - D. Content
- (A) 4. What is that type of call in which the customer initiates to call the contact center?
- A. Call Forwarding
 - B. Inbound Calls
 - C. Outbound Calls
 - D. Automated Call
- (A) 5. Which among the given digital tools is an outbound calling system that automatically dials from a list of telephone numbers and can help agents screen for busy signals, voice mail, no-answers and disconnected numbers
- A. Predictive Dialer
 - B. Whisper Coaching
 - C. Call Recording System
 - D. Call Conferencing
- (M) 6. Which of the following SWOT elements are internal factors for a business?
- A. Strengths and Weaknesses
 - B. Opportunities and Threats

- C. Strengths and Opportunities
 - D. Weaknesses and Threats
- (M) 7. Whether conducted face-to-face, by telephone or via email, entrepreneurial interviews are becoming an increasingly popular tool to be used in the contemporary marketing campaigns. *Which of the following is considered a useful tip when doing this type of interview?*
- A. Questions that could be followed by short Yes/ No answers are more advisable to be used over open questions which will yield a time-consuming and more detailed answers.
 - B. Make sure that questions are clear and can be easily understood both by the interviewee and the audience. Appealing quotes or phrases are always a good tool to catch people's interest from the very beginning.
 - C. Ask more than one question at a time to be able to acquire more than enough answers in a short span of time.
 - D. Phrase the questions in a way that the person being interviewed will be able to give brief/short answers.
- (M) 8. As more and more companies rely heavily on a sales force of call center agents and customers are becoming more informed and adept consumers, call center agents who engage in adaptive selling are critical to the company's success. *Which of the following apply adaptive selling technique in a call center company?*
- A. Use phrases like "let me tell you why I called" or "How are you today" in opening your calls with clients. This is a great way to gain "think time" for customers.
 - B. Address your customers using his/her last name whenever making calls.
 - C. Adapt to a customer's social and communication style to facilitate trust and build harmonious relationship/s.
 - D. Stick to the company's standard operating procedures (SOPs) so the customers would understand that you cannot just simply adjust to the situation at hand.
- (T) 9. You are tasked by your immediate head to create webpage using Google Sites for a well-known *Contact Center* in Makati City. Prior to developing the said webpage, *which of the following can be considered to be the most important?*
- A. *Define your target audience.* Your audience includes the people that you want to attract to your website. If you're too general, then your website will lack focus. If you're too specific, then your website will only appeal to a small niche.
 - B. *Find out what your audience wants.* Is your audience looking for quick information? Are they looking for a specific product or service that you provide?

- C. *Decide what you want to accomplish with the site.* You want to make certain things happen, and you want to prevent other things from happening. What steps are necessary to help you to meet your goals?
 - D. *Consider visual elements.* Avoid using colors or graphics that make the content difficult to read. Readability is the most important priority. Avoid icons for navigation unless they are universally recognized. Use text to make sure that everyone can understand your navigation buttons. Use a clean layout. Avoid frames or other visual clutter. Colors and graphics should reflect the personality of your site.
- (T) 10. As a Contact Center agent, your main task is to effectively market and sell the products and services offered by your company. *Which of the following habits should be considered your least priority in order to be an effective digital marketer?*
- A. *Make a Plan.* A well fleshed out plan can steer digital marketers in the right direction and help them to identify and achieve their digital marketing objectives.
 - B. *Analyze, Fix and Reiterate.* Analyzing and reporting on the success of your campaigns at regular intervals will allow you to check what is working and what's not. Once you've delved deep into your Analytics you can identify the time wasting tactics that need to go.
 - C. *Use the Right tools.* Digital marketing tools can help you increase traffic to your website and improve your conversion rate, while project management tools can help you organize and manage both your personal and team projects. Take advantage of automated marketing systems that allow you to scale your marketing efforts effectively.
 - D. *Self-Motivate.* Digital marketing is a new industry that needs self-motivators who can carve their own path. That's why you'll see so many job posts looking for "self-starters." Self-motivated individuals are great at problem solving, organization and delegation. They are passionate and deeply enthusiastic about their art – everything an effective digital marketer should be.