

The Next Generation CSR

Special One-day Seminar

The rapid evolution of technology is transforming telecommunications at an unprecedented rate. Telco staff face the challenge of providing customer support on a myriad of services, including broadband, wireless, data, digital video, IP-television and high-definition, not to mention legacy voice.

The Next Generation CSR – a one-day, hands-on, interactive program will train customer service representatives to successfully transition to broadband reps. The fundamentals of data (and how the math can help you answer any downloading question), along with an overview of broadband technologies will give every attendee a better foundation to support broadband and other advanced-services, confidently and efficiently.

Agenda

I. Industry Update

- a. Changing telco financials
- b. Access line loss
- c. Diversification
- d. Funding changes (Universal Service)

II. Gadgets & Gizmos - Consumer Electronics That Connect to the Broadband Network

- a. MP3 players
- b. iTunes – it's not just music anymore
- c. Free Video on Demand (Hulu)
- d. Slingbox – Remote television access
- e. Skype – Free VoIP
- f. Bluetooth landline phones – utilize the wireless and wireline networks
- g. HD Video Camera
- h. Video Email
- i. Social networking

III. An Introduction to IPTV

- a. Overview of the technology
- b. Features available TODAY
- c. Future applications
- d. Telco considerations
- e. Customer support for IPTV
- f. High-Definition Intro
- g. General TV terms and definitions

IV. Bits & Bytes – Fundamentals of Data

- a. Basics of data
- b. Differentiating broadband speeds
- c. Using bandwidth calculations to sell and support broadband services

V. Broadband Technologies – Strengths, Weaknesses and Definitions

- a. xDSL
- b. Fiber-to-the-X
- c. Cable Modem
- d. WiFi
- e. WiMax
- f. Satellite
- g. Bluetooth

VI. Selling to the Next Gen Customer

- a. Understanding purchasing behavior
- b. Answering product questions
- c. Promoting advanced services
- d. Beating the competition
- e. Upselling
- f. Closing the sale