CEA Training for Call Center Personnel

Facilitator Agenda

# **Objectives of the training**

* Participants understand what **CEA is** and are aware of its importance.
* Participants understand what **community feedback** is**, its loops** and **why it should be collected.**
* Participants are familiar with the **code of conduct** and know how to identify **sensitive feedback** and how to handle this kind of information.
* Participants understand the **referral mechanism** within the feedback system.
* Participants get to know their **CRM system** or how to **register/ code the community feedback.**
* Participants have a high level of knowledge on **how to communicate with communities.**

**Duration**

This training can last from 3 hours to half a day. The training would be longer (half a day) if the agents are newly hired and are being introduced to the CEA, community feedback and CRM systems for the first time. In this case, please check [CEA and Feedback trainings](https://communityengagementhub.org/trainings-2/) to see if other PPTs are necessary to be included. If this is a refresher only the CRM system and recording feedback part can be used.

**How to prepare for the training:**

1. Confirm the data collection method or CRM system the call center uses
   1. Get to know the system or method and its categorization to adopt the feedback types, and referrals in the Community Feedback presentation.
   2. Get to know the referral mechanism used by the call center and introduce it
   3. Get to know how the NS manages sensitive feedback and include this in the community feedback presentation.
   4. Get to know if there is an SOP or guideline for the call center
2. Check if there is a service provider/ another staff training for data quality and how to communicate with communities; if there is not
   1. Use the communication with communities and how to handle difficult calls presentations.
3. Adjust
   1. Examples and photos to make them more contextual
   2. Feedback types in accordance with the NS coding framework or categorization
   3. Referral mechanisms
   4. Adapt the code of conduct briefing ([Tool 10 of the CEA toolkit](https://communityengagementhub.org/resource/cea-toolkit/)) to your organisation

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| **Topic** | **Length** | **Key points** | **What you will need** |
| **Introduction** | **15’** | * Greeting the participants * Introduction of the facilitator * Presentation of agenda * Icebreaker– 10min |  |
| **What is CEA** | **60’** | * Introduction of CEA * Bus Activity | * PPT slides (20 min) * Bus Activity (40 min) |
| **Code of conduct** | **20’** |  | * Code of conduct briefing ([Tool 10](https://communityengagementhub.org/resource/cea-toolkit/)) * PPT Slides |
| **What is community feedback** | **30’** | * Group Exercise * Introduction to Community Feedback * Feedback types (including sensitive feedback) * Examples of feedback reports and dashboards | * PPT Slides |
| **CRM system and recording feedback** | **40’** | * CRM system introduction * Recording feedback * Responding to feedback * Referral pathways * Outbound survey/assessment calls | * PPT * Data collection role play cards |
| **Communication** | **30’** | * Communication skills * Conflict resolution |  |
| **Psychological First Aid (PFA)** | **-** | This session can be discussed and added with MHPSS staff | - |
| **Closure** | **15** | * Next steps * Remaining questions |  |