



**Skilled
Trades**
Ontario

**Métiers
spécialisés**
Ontario

Apprenticeship
Schedule of Training
Logbook

**Information Technology —
Contact Centre
Sales Agent**

634D

2011

Apprenticeship Training Standard

The Apprenticeship Training Standard or herein after referred to as “Logbook” is a document issued to Apprentices who sign a Registered Training Agreement in the Province of Ontario as an official record of training. It is to be used by the Apprentice and Sponsor/trainer to guide the process of skills development in a particular trade.

Training As An Apprentice

- ✓ Ensure you, your sponsor, and your witness sign a Training Agreement with the Ministry of Labour, Immigration, Training and Skills Development. Once it is registered, you will receive a copy of the registered Training Agreement for your records.
- ✓ Notify the local Service Delivery Office **immediately** if any changes to contact information or training agreement, especially if you change sponsors.
- ✓ Review the Logbook regularly with your trainer and sponsor to discuss your progress, ask questions, seek feedback and have the trainer **sign-off on competencies**
- ✓ Keep an accurate record of the hours you work.
- ✓ Attend classroom training when it is offered.
- ✓ Apply for the financial incentives for which you are eligible.



Completing Your Logbook

- ✓ **Complete the Sponsor Record Form** – A form must be completed for each Sponsor/Trainer used during your apprenticeship.
- ✓ **Confirm Skill Sign-off is Complete**
 - **You and your trainer** sign-off each required skill to confirm that you have demonstrated competency in that skill.
 - Shaded boxes in your Logbook mean the skills are optional and do not have to be confirmed by your trainer or sponsor. However, you are encouraged to complete them as part of your training.
- ✓ **Confirm Skill Set Sign-off is Complete**
 - After you and your trainer have signed-off all the required skills in a skill set, your sponsor signs the signature box on the form in **Appendix C – “Skill Set Completion for Sponsors”** to confirm your completion of all competencies within each skill set.

This document is the property of the apprentice named inside and represents the official record of your training. For information about completing your apprenticeship, see inside of back cover.



Apprentice Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Trade: _____

Training Agreement # (for Compulsory and Non-Compulsory trades):

STO Account No. (for Compulsory trades only):

This document is the property of the Apprentice named herein and represents the official record of their training.

If you have questions about the use of this Logbook or about your Apprenticeship program, contact your local Service Delivery Office (see Appendix D in this book) or the Employment Ontario hotline at: 1-800-387-5656.

Apprenticeship Pathway to a Certificate of Qualification

Phase 1: Registration

Submit Application for Apprenticeship Training through the on-line portal or to local Service Delivery Office

For on-line portal, please follow instructions for registration. You will need to create a *My Ontario* account to access online services.

Training agreement signed and registered by both apprentice and sponsor

Access your Apprenticeship Training Standard Logbook**
skilledtradesontario.ca/about-trades/trades-information

** This is the official record of your training progress. You are responsible for keeping it up-to-date.

Complete on-the-job training

Demonstrate and receive sign-off on the competencies/skills in your Apprenticeship Training Standard Logbook

Complete in-school training

Attend and complete the in-class training set out in the Curriculum Training Standard

Apprentices eligible to apply for apprenticeship incentive grants (Red Seal trades) and loans.

Review and finalize your logbook with your sponsor

Submit proof of apprenticeship completion via email, in-person or digital portal

Your Apprenticeship Training Standard Logbook details completion requirements. Submit the following:

- completed Apprenticeship Training Standard Logbook with signatures
- proof of hours

Certificate of Apprenticeship is issued

Trades without examination

CofA is the final step of the program

Trades with examination (compulsory and non-compulsory trades)*

Provisional Certificate of Qualification issued for a 12 month term

To prepare for the CofQ examination download the Provincial and/or Red Seal Exam preparation guides.

Make payment for your Certificate of Qualification examination

Call to make a payment (647-847-3000 or 1-855-299-0028)

Schedule a date to write your Examination

To schedule your examination, contact your local Service Delivery Office.

Pass Certificate of Qualification examination

Apprentices eligible to apply for Apprenticeship Completion Grant (Red Seal trades) or Apprentice Completion Bonus (non-Red Seal)

Certificate of Qualification is issued

Upon completion, Sponsors may be eligible for Apprenticeship grants, incentives, bonuses or tax credits

Phase 2: Apprenticeship

Phase 3: Certification

* For a list of trades subject to a certification examination, visit: skilledtradesontario.ca

Table of Contents

Foreword: Purpose, Terms and Conditions of the registered Training Agreement.....	1
Trade Specific Resources and Links	2
Methodology-Standard Development	2
Introduction to the Logbook.....	3
Roles and Responsibilities	4
Roles and Responsibilities of the Apprentice	5
Roles and Responsibilities of Sponsors and Trainers	6
Health and Safety.....	7
Apprenticeship Program Summary/Guidelines.....	10
Scope of Practice	10
Program Guidelines	10
Program Requirements	11
Compulsory and Non-compulsory Classification	11
Skills for Success Summary	11
Standard of Performance	12
Training the Apprentice - Tips for Apprentices, Sponsors and Trainers	13
Notice of Collection of Personal Information	15
List of Trainers	16
On-The-Job Training: General Performance Objectives	17
Skill Sets	17
U6241.0 Maintain a Contact Centre Environment	17
U6242.0 Communicate.....	20
U6243.0 Provide Customer Service	23
U6244.0 Provide Sales and Service.....	25
U6245.0 Create and Maintain Documentation	27
U6246.0 Support Others and Plan for Personal Development	28
U6247.0 Maintain Privacy and Security.....	29
Curriculum Learning Outcomes.....	30
Introduction	30
Program Summary of Reportable Subjects	32

Information Technology — Contact Centre Sales Agent

Level 1 Common Core	33
S0791.0 Information Technology Contact Centre Environment	34
S0791.1 Information Technology Contact Centre Environment.....	35
S0791.2 Privacy and Security.....	36
S0792.0 Communications	37
S0792.1 Effective Listening	38
S0792.2 Verbal Communications	39
S0792.3 Written Communications	40
S0793.0 IT Contact Centre Technologies	41
S0793.1 Technological Resources	42
S0793.2 Technical Systems	43
S0793.3 Documentation	44
S0794.0 Workplace Professionalism.....	45
S0794.1 Teamwork.....	46
S0794.2 Time Management	47
S0795.0 Customer Service	48
S0795.1 Customer Service.....	49
S0795.2 Handling Difficult Customers	50
Level 2 Information Technology — Contact Centre Sales Agent	51
S0816.0 Sales Techniques	52
S0816.1 In-bound and Out-bound Sales Calls	53
Definitions	54
Apprentice	54
Ready to Write Your Exam?.....	57
Instructions for Recording a Change in Sponsor.....	58
Sponsor Record #1	59
Change of Sponsor Record #2.....	60
Change of Sponsor Record #3.....	61
Change of Sponsor Record #4.....	62
Appendix A — Instructions for Apprenticeship Program Completion	63
Appendix B — Apprentice Completion Form.....	64
Appendix C — Skill Set Completion for Sponsors.....	65
Appendix D — Local Service Delivery Offices in Ontario	66
Competency Analysis Profile (CAP) Chart	i

Please Note: This Standard has been revised to reflect the visual identity of Skilled Trades Ontario (STO) which replaced the Ontario College of Trades on January 1, 2022. The content of this Standard may refer to the former organization; however, all trade specific information or content remains relevant and accurate based on the original date of publishing.

Please refer to STO's website: skilledtradesontario.ca for the most accurate and up to date information. For information about BOSTA and its regulations, please visit [Building Opportunities in the Skilled Trades Act, 2021 \(BOSTA\)](#).

Any updates to this publication are available on-line; to download this document in PDF format, please follow the link: Skilled Trades Ontario.ca.

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Maintained with transfer to Skilled Trades Ontario 2011 (V100)

Foreword: Purpose, Terms and Conditions of the registered Training Agreement

Purpose:

- Prior to starting official apprenticeship activities, the apprentice, sponsor and a witness are required to sign a Training Agreement.
- The Training Agreement that you have signed is an important legal document that outlines your responsibilities as an apprentice and the responsibilities of your sponsor.
- Once registered, this training agreement (or contract) marks the start of your formal agreement between the apprentice, the sponsor and the Ministry.
- For compulsory trades, the apprenticeship registration document must be accessible when working.

The Apprentice agrees:

- **To inform the local Service Delivery Office of any change to your contact information or change in sponsor within 7 days;**
- To follow the Sponsor's and Trainer's lawful instructions and make every effort to acquire the skills identified in the Logbook for the Trade which is part of the apprenticeship program established by Skilled Trades Ontario for the trade;
- To obtain written verification from the Sponsor and the Trainer(s) that the requirements in the Logbook for the trade have been met.
- When you receive an "Offer of Classroom Training", confirm your attendance by following the instructions in the offer. Failure to do so may result in losing your opportunity to attend school which delays the completion of your apprenticeship.

The Sponsor agrees:

- To ensure that the Apprentice is provided with the training required as part of the apprenticeship program established by Skilled Trades Ontario for this trade;
- To review the progress of training with the Apprentice, and with the Trainer(s) where the Sponsor and the Trainer are not the same party.
- Release your apprentice from work to attend in-school training without penalty to the apprentice.
- To maintain the journeyperson/apprentice ratio for your trade, if applicable.
- To monitor their apprentice(s) progress
- To ensure that the Trainer(s) verifies, in writing, when each skill identified in the Logbook for the trade has been successfully completed by the Apprentice;
- To contact the Ministry should any changes in your capacity to train, your contact information, or your apprentice's status in the program change.

Trade Specific Resources and Links

Trade Specific Resource	Link
Red Seal Program	red-seal.ca
Apprenticeship in Ontario	ontario.ca/page/apprenticeship-ontario
Employment Ontario	employmentontario.ca
Service Canada	servicecanada.gc.ca
<i>Building Opportunities in the Skilled Trades Act, 2021</i>	Building Opportunities in the Skilled Trades Act, 2021, S.O. 2021, c. 28 - Bill 288 (ontario.ca)
Ministry of Labour, Immigration, Training and Skills Development	Ministry of Labour, Immigration, Training and Skills Development ontario.ca
Exam Preparation Guide	Exam Resources – Skilled Trades Ontario
Skills Zone (Ontario Skills Passport)	http://www.skillszone.ca/

**Please note, all website addresses are current at time of printing*

Methodology-Standard Development

A standard is developed with a broad group of trade representatives who form the initial working group. This includes subject matter experts/ tradespeople/ instructors and employers from a cross section of the sector/industry, with varying years of work experience in the field. The working group reviews, develops and recommends revision to the content of the standard. Their role also involves harmonizing and updating other supporting content for the product.

An essential part of the standard development is the validation process. This is the opportunity to have a broader representation of the sector provide feedback on the content of draft standard. This process is conducted in various ways and may include sending out a survey or the draft document (or both) directly to the sector. The comments received are reviewed by the working group and revisions are made as required based on a consensus model.

Introduction to the Logbook

This “on-the job” Logbook is the training standard for Information Technology — Contact Centre Sales Agent 634D and was developed by Skilled Trades Ontario in consultation with representatives from industry. It identifies all the skills associated with and required to learn the trade.

The Logbook is divided into skill sets, which are further divided into skills. These skill sets and skills are written in statements that describe what the Apprentice must perform and to what standard, in order to be considered competent in that skill.

The successful performance of these skills is tracked in the Logbook. Once achieved, this skills’ sign-off, along with the completion of in-school program requirements or equivalent, is how the apprenticeship program is completed and apprentices receive a Certificate of Apprenticeship.

The Sponsor/trainer and Apprentice are required to sign-off and date each skill after the Apprentice has demonstrated proficiency in these skills. However, if a skill is shaded, it is optional and does not need to be signed-off, though it has been defined as a part of the scope of practice for the trade.

All practices described in this standard must be performed by the apprentice according to the specific criteria identified. In general, the standard of performance for this trade is to be performed according to all applicable jurisdictional codes and standards and all health and safety standards must be respected and observed.

All skills within the Apprenticeship Training Standard are to be performed, as applicable, according to and in compliance with the following:

- Occupational Health and Safety Legislation and Regulations;
- Other applicable legislation, regulation, codes and standards;
- Industry best practices;
- Company policies and procedures.

The information presented in this standard is, to the best of our knowledge, current at time of printing and is intended for general application. Please refer to the Skilled Trades Ontario website for the most accurate and up-to-date information: skilledtradesontario.ca

Roles and Responsibilities

Under the [Building Opportunities in the Skilled Trades Act, 2021 \(BOSTA\)](#)

Skilled Trades Ontario (STO) is responsible for:

- Establishing and maintaining qualifications;
- Establishing Apprenticeship Programs and other training programs including training Standards, curriculum standards and certifying examinations;
- Issuing certificates for the purposes of this Act such as Certificates of Qualification;
- Maintaining a Public Registry for compulsory trades skilledtradesontario.ca/public-register/;
- Determining whether the experience and qualifications obtained by applicants for a certificate of qualification who do not complete an apprenticeship are equivalent to those received through completing an apprenticeship (Trade Equivalency Assessments)
- Promoting the skilled trades and conducting research.
- Conducting research and evaluate whether a trade should be prescribed as a trade for the purposes of this Act and to make recommendations on these matters to the Minister.

Ministry of Labour, Immigration, Training and Skills Development (MLITSD)

is responsible for:

- Classifying trades as compulsory trades;
- Prescribing scopes of practice for trades;
- Approving which persons may provide in-class training for apprenticeship programs (TDAs);
- Registering Training Agreements;
- Providing those who successfully complete an apprenticeship program with a certificate of apprenticeship (CofA);
- Administering examinations, including certifying examinations;
- Promoting the skilled trades and conducting research;
- Exercising such other powers and perform such other duties and functions as are provided for in this Act or the regulations.

For any matter related to your registered Training Agreement or completing your apprenticeship, you must contact your local Service Delivery Office.

Roles and Responsibilities of the Apprentice

An Apprentice is an individual who has entered into a registered Training Agreement (refer to Foreword: *“Purpose, Terms and Conditions of TA” page 1*) with a Sponsor to receive training in a trade as part of an apprenticeship program established by Skilled Trades Ontario. As an Apprentice, you have certain roles and responsibilities to follow throughout your apprenticeship training:

1. As an Apprentice, you signed the Training Agreement and have entered into a contract with the Ministry of Labour, Immigration, Training and Skills Development and your Sponsor.
2. If you are registered as an Apprentice in a compulsory trade, your name will automatically appear in the Skilled Trades Ontario Public Register.
3. You are responsible for informing the staff at your local Service Delivery Office regarding changes to the following:
 - Your Sponsor’s address;
 - Your name and address; and/or,
 - Your Sponsor, including starting employment with a new Sponsor
4. As an Apprentice, you are responsible for completing skills or skill sets in this Logbook (as detailed in the *“Eligibility for Apprenticeship Program Completion”* section of this document) and ensuring that they are dated and signed by both you and your Trainer.
5. Once you have demonstrated competency in all the mandatory skills and received a sign off on each skill by your sponsor/trainer, you must have the Skill Set Completion Form completed and signed by your current Sponsor.
6. Submit your Logbook to your local Service Delivery Office.
7. Present your Apprentice Completion Form (Please refer to Appendix B), along with your authorized Logbook to your local Service Delivery Office.

Roles and Responsibilities of Sponsors and Trainers

Sponsors are responsible for ensuring all terms are met as per the registered Training Agreement. They are named on the registered Training Agreement as the entity responsible for ensuring Apprentices receive the training required as part of an apprenticeship program. As a signatory to this agreement, they are designated as the 'Signing Authority' for the Apprentice's Skill Set Completion Form and are required to attest to successful achievement by signing the appropriate box at the completion of each skill set. Some sponsors may also act as the Trainer.

A **Trainer** is an individual who oversees the performance of a task and sets the workplace expectations and practices for the Apprentice.

In compulsory trades, a Trainer must hold a valid Certificate of Qualification and be registered with Skilled Trades Ontario.

In non-compulsory trades, a Trainer is an individual who holds one of the following:

- A Certificate of Qualification;
- A Certificate of Apprenticeship in the trade; or,
- Has completed both the workplace-based training (competencies and/or hours as applicable) and classroom training components of the trade's apprenticeship program; or,
- Has workplace experience equivalent to the apprenticeship program) and has the skills outlined in the Logbook.

Competency means being able to perform to the required standard (please refer to "*Introduction to the Logbook*"). Trainers/Sponsors and Apprentices are required to sign-off and date the skills in the Logbook following each successful acquisition. The Logbook forms a record of this achievement.

The Trainer must provide their signature based on their assessment and professional judgment that the apprentice is competent in the skills described above. The Trainer's signature is not a general warranty or guarantee of the apprentice's future conduct.

Sponsors participating in this training program will be designated as the Signing Authority and are required to attest to successful achievement by signing the appropriate box included at the end of each skill set.

Health and Safety

Safe working procedures and conditions, accident prevention and the preservation of health are of primary importance for apprenticeship programs in Ontario. These responsibilities are shared and require the joint efforts of government, sponsors, employers, supervisors, workers, apprentices and the public to achieve the goal of making Ontario's workplaces safe and healthy.

The [Occupational Health and Safety Act](#) (OHSA) provides us with the legal framework and the tools to do this. It sets out the rights and duties of all parties in the workplace, placing ultimate responsibility on the employer for the health and safety of workers (in this case apprentices) by ensuring procedures, controls, and training are established for dealing with workplace hazards. Therefore, it is imperative that all parties become aware of circumstances that may lead to injury, illness or harm. Safe learning experiences and environments can be created by controlling the variables and behaviours that may contribute to or cause an accident injury or illness.

A sponsor who is not the employer is reminded that the employer has legal responsibilities respecting health and safety over the apprentice who is their worker. The sponsor should encourage safe work habits and adherence to the employer's occupational health and safety requirements for the workplace.

It is generally recognized that a positive attitude about safety in partnership with health and safety competency contributes to an accident-free environment. Everyone will benefit as a result of a healthy attitude towards the prevention of accidents.

Workers and apprentices can be exposed to a multitude of hazards and, therefore, should be familiar with the Occupational Health and Safety Act and regulations.

The Internal Responsibility System:

One of the primary purposes of the Occupational Health and Safety Act (OHSA) is to facilitate a strong Internal Responsibility System (IRS) in the workplace. To this end, the OHSA lays out the duties of employers, supervisors, workers, apprentices, constructors and workplace owners.

Workplace parties' compliance with their respective statutory duties is essential to the establishment of a strong IRS in the workplace.

Simply put, the IRS means that everyone in the workplace has a role to play in keeping workplaces safe and healthy. Workers and apprentices in the workplace who see a health and safety problem such as a hazard or contravention of the OHSA in the workplace have a statutory duty to report the situation to the employer or a supervisor. Employers and supervisors are, in turn, required to address those situations and acquaint workers with any hazard in the work that they do.

The IRS helps support a safe and healthy workplace. In addition to the workplace parties' compliance with their legal duties, the IRS is further supported by well-defined health and safety policies and programs, including the design, control, monitoring and supervision of the work being performed.

Roles and Responsibilities under the Occupational Health and Safety Act

Employer's Responsibilities include but are not limited to the following:

- Instruct, inform and supervise workers and apprentices to protect their health and safety.
- Appoint competent persons as supervisors.
- Inform a worker, apprentice, or a person in authority, about any hazard in the workplace and train them in the handling, storage, use, disposal and transport of any equipment, substances, tools, material, etc.
- Take every precaution reasonable in the circumstances for the protection of a worker/apprentice.
- In workplaces in which more than five workers are regularly employed, prepare and post a written occupational health and safety policy and set up and maintain a program to implement it.
- Prepare and post policies with respect to workplace violence and workplace harassment and develop programs supporting workplace harassment and workplace violence policies.
- Ensure knowledge of applicable legislative, regulatory, codes and standards so requirements to be followed are clear to all workers/apprentices.

Trainer/Supervisor Responsibilities include but are not limited to the following:

- Ensure that a worker or apprentice works in compliance with the Act and regulations.
- Ensure that any equipment, protective device or clothing required by the employer is used or worn by the worker or apprentice.
- Advise a worker/apprentice of any potential or actual health or safety dangers known by the supervisor.
- Take every precaution reasonable in the circumstances for the protection of workers.

Worker/Apprentice Responsibilities include but are not limited to the following:

- Work in compliance with the Act and regulations.
- Use or wear any equipment, protective devices or clothing required by the employer.
- Report to the employer or supervisor any known missing or defective equipment or protective device that may endanger the worker or another worker.
- Report any hazard or contravention of the Act or regulations to the employer or supervisor.
- Not remove or make ineffective any protective device required by the employer or by the regulations.
- Not use or operate any equipment or work in a way that may endanger any worker.

The Three Rights of Workers/Apprentices

The OHSA gives workers and apprentices three important rights:

1. The right to know about hazards in their work and get information, supervision and instruction to protect their health and safety on the job.
2. The right to participate in identifying and solving workplace health and safety problems either through a health and safety representative or a worker member of a joint health and safety committee.
3. The right to refuse work that they believe is dangerous to their health and safety or that of any other worker in the workplace.

Ministry of Labour, Immigration, Training and Skills Development

The Ministry of Labour, Immigration, Training and Skills Development conducts periodic inspections of workplaces to ensure that safety acts and regulations are being followed. Please direct any questions to the Occupational Health and Safety Contact Centre at 1-877-202-0008.

Apprenticeship Program Summary/Guidelines

Scope of Practice

The Scope of Practice for the trade of Information Technology — Contact Centre Sales Agent is set out in section 75 of Ontario Regulation 875/21 under BOSTA and reads as follows:

75. The scope of practice for the trade of information technology — contact centre sales agent includes the following:

1. Selling information technology products or services or both related to the development, installation and implementation of hardware and software applications.
2. Receiving and responding to questions about information technology products and services and requests for sales and service related technical support with regard to the products and services by telephone, e-mail, fax and electronic messaging.

*While the Logbook draws on the scope of practice regulation (Section 75 of Ontario Regulation 875/21 under BOSTA). The Logbook does not purport to add to or modify the scope of practice as provided in regulation. *

Program Guidelines

On-the-Job Training Duration

Industry has identified 3820 hours as the benchmark necessary for any Apprentice to become competent in the skills required. There may be circumstances in which the duration varies from this guideline.

In-Class Training Duration

Industry has identified 180 hours of in-school training as the duration necessary for an Apprentice to complete the in-school curriculum for this program.

Total Training Hours

4000 hours

Journeyman to Apprentice Ratio

Industry Recommended Ratios:

While some of the trades regulated under BOSTA are subject to Journeyman to Apprentice ratios set out in regulation, this trade is not one of them. Instead, **industry has recommended a Journeyman to Apprentice ratio guideline of 1 Journeyman (or individual who is deemed equivalent to a journeyman) to 1 Apprentice** as the ratio necessary for an Apprentice to be properly trained on the job in this program.

Program Requirements

Compulsory and Non-compulsory Classification

Regulations under the *Building Opportunities in the Skilled Trades Act, 2021*, classify each trade as either “compulsory” or non-compulsory.” This trade is non-compulsory.

It is the responsibility of an Apprentice to maintain a training record in the form of a Logbook. The Sponsor and Trainer are required to sign-off when competencies in the trade are achieved.

Skills for Success Summary

Skills for Success are needed in a quickly changing world for work, learning and life. They are foundational for building other skills and important for effective social interaction. Everyone benefits from having these skills as they help individuals get a job, progress at their current job and change jobs. They also help individuals become active members of their community and succeed in learning.

Through extensive research and consultations, the Government of Canada launched the new Skills for Success model renewing the previous Essential Skills framework to better reflect the needs of the current and future labour market.

The occupational specific Essential Skills profiles are available online. These will be updated over time to align with the new Skills for Success model found here: [Skills for Success model](#)

Standard of Performance

An Information Technology Contact Centre Sales Agent demonstrates competency in the following:

- Maintaining a contact centre environment
- Communicating
- Providing customer service
- Providing sales and service
- Creating and maintaining documentation
- Supporting others and planning for personal development
- Maintaining privacy and security

An Information Technology Contact Centre Sales Agent demonstrates knowledge of:

- Information Technology Contact Centre Environment
- Communications
- Information Technology Contact Centre Technologies
- Workplace Professionalism
- Customer Service
- Sales Techniques

Benchmark/Guideline Total Training Timeframes: (On- The-Job And Off-The-Job): 4000 hours - Includes 180 hours of in-school training.

In general, the standard of performance for the trade of Information Technology — Contact Centre Sales Agent are to be performed, as applicable, according to and in compliance with the following:

Industry Safety Standards which are based upon:

- Occupational Health and Safety Legislation and Regulations;
- Jurisdictional legislation and regulations, codes and standards (municipal bylaws etc.)
- Company policies and procedures
- All applicable manufacturers specifications and engineering specifications

Other Suggested or Required Certification(s) and Training

While an apprentice receives health, safety and occupational specific training and/or certification in a variety of fields during their apprenticeship, it is important to be aware that other occupational health and safety training and certification renewal or updating may also be required during their career before performing new types of work.

Training the Apprentice - Tips for Apprentices, Sponsors and Trainers

Tips for Apprentices

Remember, it takes time to learn. The following is a list of additional tips and tools to help make the most of your apprenticeship training:

- Practice safe work procedures early to create good habits;
- Use your Logbook as a journal to keep track of the skills you have achieved;
- Review your training plan with your Training Consultant, Trainer, or Sponsor;
- Discuss your training needs with your Trainer and/or Sponsor;
- Listen to the suggestions of your Trainer;
- Ask your Trainer questions if you are unsure of any skill you need to perform or any tools or equipment you need to use to perform your duties;
- Show enthusiasm and develop good work habits; and,
- Upon demonstration of competency, ensure that you and your Trainer sign-off the individual skills.

To get the most from this mentoring experience, request exposure to the full scope of the trade; meet regularly with your Sponsor/Trainer to discuss your progress, ask questions and seek feedback.

Tips for Sponsors

- Select Trainers with good communication skills and who work well with others;
- Ensure that the Apprentice always works under the direction of or has access to a qualified Trainer;
- Encourage Trainers to take upgrading courses (e.g. Train the Trainer, Mentor, Coach, etc.);
- Set out clear expectations and involve both the Apprentice and Trainer in developing the training plan
- Encourage safe work habits;
- Allow time for the Trainer to train and demonstrate skills to the Apprentice;
- Provide opportunities and time for the Apprentice to learn the trade;
- Ensure that the Apprentice receives the varied on-the-job trade training experience outlined in this document;
- Recognize good performance;
- Observe frequently;
- Provide constructive feedback and conduct regular performance reviews involving the Apprentice and Trainer;
- Use the Logbook as a monitoring tool and a part of regular performance evaluations; and,
- Complete the Skill Set Completion Form once the Apprentice has demonstrated competency in the skills.

- The detailed content listed for each skill is not intended to represent an inclusive list; rather, it is included to illustrate the intended direction for the skill acquisition.

Tips for Trainers

Trainers are responsible for ensuring the Apprentice is developing the skills outlined in this document. Here is a list of tips and tools to help Trainers in their supervision of Apprentices:

- Demonstrate model safe work habits;
- Provide opportunities and time for the Apprentice to learn the trade;
- Treat Apprentices fairly and with respect;
- Review the Logbook with the Apprentice and develop a training plan;
- Set out clear expectations and recognize good performance;
- Expose Apprentices to the full scope of the trade by providing training on the skills outlined in this document;
- Encourage and respond to all questions;
- Be patient;
- Explain, show and demonstrate the skill;
- **Meet regularly with the Apprentice to discuss the apprentice's progress**
- Provide continuous feedback;
- Sign-off skills when your Apprentice demonstrates competency, and,
- Use the Logbook as a guide to evaluate competence in each skill area. By using the Logbook, Trainers will be able to guide the process to and assist Apprentices to develop skills outlined in this document.

The best mentoring experience is when an Apprentice is given as much training/exposure to the full scope of the trade as possible. If this is not possible, help them to determine other ways this may be possible.

Notice of Collection of Personal Information

1. At any time during your apprenticeship training, you may be required to show this Logbook to the local Service Delivery Office. You will be required to submit the signed Apprenticeship Completion form to the Service Delivery Office in order to complete your program. The Service Delivery Office will use your personal information to administer and finance Ontario's apprenticeship training system, including confirming your completion and issuing your Certificate of Apprenticeship.
2. The Service Delivery Office will disclose information about your program completion and your Certificate of Apprenticeship to Skilled Trades Ontario, as it is necessary for Skilled Trades Ontario to carry out its responsibilities.
3. Your personal information is collected, used and disclosed by the Ministry of Labour, Immigration, Training and Skills Development under the authority of the *Building Opportunities in the Skilled Trades Act, 2021 (BOSTA)*.
4. Questions about the collection, use and disclosure of your personal information by the Ministry may be addressed to the:

Manager, Employment Ontario Contact Centre
Ministry of Labour, Immigration, Training and Skills Development
33 Bloor St. E, 2nd floor, Toronto, Ontario M7A 2S3
Toll-free: 1-800-387-5656; Toronto: 416-326-5656
TTY: 1-866-533-6339 or 416-325-4084

List of Trainers

Trainer's Name (Please Print)	Trainer's Signature	Date of start with Trainer (day/month/year)

On-The-Job Training: General Performance Objectives

U6241.0 Maintain a Contact Centre Environment

Skills

- 1.1 Identify and take preventive action against potential workplace environmental, health and safety hazards** in accordance with company policies and procedures, Workplace Hazardous Materials Information System (WHMIS) guidelines, the *Occupational Health & Safety Act* and other legislation.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

- 1.2 Maintain standard contact centre metrics for adherence, conformance and attendance** by working within specific measurable competencies in accordance with program requirements and company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

- 1.3 Maintain line of business performance metrics** including quality, resolution rate, average handle time, and customer satisfaction by working within specific measurable competencies in accordance with program requirements and company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

- 1.4 Use workstation technology** including telephony and computer applications to enhance performance while adhering to real time management strategies, call states, and call length in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

- 1.5 Adjust workstation equipment** including chairs, pointing devices, monitors, telephones and keyboards in accordance with personal needs, health and safety legislation and company policies.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

1.6 Report adverse environmental conditions including lighting, temperature, odour and noise levels by communicating with supervisors and health and safety representatives in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

1.7 Maintain a clean and sanitary workstation by removing waste and recyclables and wiping down hardware and desk surfaces with sanitary wipes at the beginning and end of each shift in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

1.8 Notify the help desk of hardware and software access and functionality concerns including application access, password resets, system latency, non-functioning hardware and missing hardware by using telephones, e-mail, tracking logs and verbal communication in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6242.0 Communicate

Skills

2.1 Gather information through active listening and interpretation of customer communications by focusing to avoid distractions, interrupting only to redirect or refocus, carefully clarifying, paraphrasing and summarizing when necessary, visualizing users' concerns and requests based on description of the issues and recording information to assist in accurate interpretation in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

2.2 Speak effectively by using professional business language with a pleasant tone, clarity, volume and pace, avoiding use of jargon and creating simple visuals to illustrate solutions while leading a client through procedures by using telephones, on-line applications and voice mail recordings in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.3 Prepare written and typed communications including e-mail, memos, letters, progress reports and incident reports in business and technical language by recording all information accurately in accordance with the company’s internal and external forms and formats.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.4 Clarify requests and concerns from customers by reviewing case histories, previous notations and correspondence in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.5 Clarify goals and objectives using contact centre performance metrics by interpreting reports, dashboards and other information in accordance with client and departmental requirements.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.6 Apply company and client information including policies and procedures, standard operating procedures, fact sheets, business management systems, bulletins, reminders and technical manuals in accordance with job requirements.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.7 Respond to real-time information and changes by reviewing e-mails, websites and internal communications, judging the relevance of information, and applying information in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

2.8 Complete self-guided training modules and continuing education including on-line and classroom-based training in accordance with client and company requirements.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6243.0 Provide Customer Service

Skills

3.1 Build relationships with customers by listening attentively, asking questions, paraphrasing and seeking clarification, interpreting, analyzing and evaluating information provided, and identifying the product and/or solution in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

3.2 Provide clear and accurate information to customers by using professional etiquette, effective speaking and listening skills, adapting communication styles to suit customer needs and communicating realistic expectations to customers in accordance with client standards.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

3.3 Discover and validate customer needs by using effective reading, listening and questioning techniques, collecting customer information, qualifying and building the right solutions, providing direct advice and guidance, and escalating issues in accordance with established customer service strategies and company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

3.4 Respond to customers within service guidelines by prioritizing tasks, developing strategies to cope with multi-tasking, scheduling and coordinating response times, escalating issues and conducting quality service follow-up in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

3.5 Control call flow by following established call flow strategies and call handling techniques in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

3.6 Defuse and handle difficult and angry customers by applying specialized call handling/problem resolution/objection handling techniques in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6244.0 Provide Sales and Service

Skills

4.1 Facilitate sales and customer order fulfillment by acting as a liaison between the customer and other departments, by maintaining monitoring and tracking systems to resolve customer issues and by verifying results through quality audits in accordance with established customer service strategies and company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

4.2 Offer solutions to customers needs by matching the features and benefits of appropriate products, summarizing and validating customers' acceptance and resolving any objections in accordance with established sales strategy formulas and company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

4.3 Confirm the solutions and close the sales summarizing the solutions, validating the customers' acceptance to the highest level of commitment and confirming resolution to any objections in accordance with sales strategy formulas, company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

4.4 Meet or exceed performance metrics including call handling, close rate, conversion rate, financing options, service offerings and customer experience related metrics by using sales tracking systems to manage personal sales performance in accordance with job requirements, company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6245.0 Create and Maintain Documentation

Skills

5.1 Create customer-related documentation including the nature of concerns, steps taken, outcomes of requests and correspondence including e-mails and letters by using internal and external forms and formats in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

5.2 Create client-related documentation including database management information, unusual circumstances, case notes and correspondence including letters and e-mails by using internal and external forms and formats in accordance with client standards.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

5.3 Create company-related documentation including non-conformance logs and feedback to peers and teams by using internal and external forms and formats in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6246.0 Support Others and Plan for Personal Development

Skills

6.1 Support co-workers who are learning new skills by demonstrating and clarifying workplace practices, procedures and requirements in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

6.2 Develop a personal plan for performance improvement to advance through apprenticeship training and other job enhancement programs by applying feedback received from coaching sessions, quality monitoring and customers in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

U6247.0 Maintain Privacy and Security

Skills

7.1 Protect personal and confidential information in accordance with company privacy policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

*** A Trainer may be a Supervisor or the competent employee designated by the Apprentice's Sponsor.**

7.2 Maintain security protocols including information technology and building security policies in accordance with company policies and procedures.

mm/dd/yy	Trainer Print Name	*Trainer Signature
mm/dd/yy	Apprentice Print Name	Apprentice Signature

Curriculum Learning Outcomes

Introduction

This curriculum standard for the Information Technology — Contact Centre Sales Agent trade program is based upon the on-the-job performance objectives, located in the industry-approved training standard.

The curriculum section of this document is organized into 2 levels of training, each including reportable subjects containing Learning Outcomes to reflect the On-the-Job Performance Objectives. The hours charts indicate how the curriculum can be delivered in the block release format and summarize the hours of training for each reportable subject by level. Since the reportable subjects are all divisible by three they can be adapted to accommodate a more flexible training delivery other than block release. The Reportable Subjects Summary chart (located on page 31) summarizes the training hours for each reportable subject.

Level 1 curriculum is designed as a common core for Information Technology Contact Centre Customer Service Agent, Sales Agent and Technical Support Agent.

Level 2 curriculum is designed specifically for Sales Agent.

Each reportable subject and learning outcome identifies a recommended number of training hours. The division of the curriculum into reportable subjects follows a natural progression of learning through the training program. This structure will allow training centres and apprentices flexibility in program delivery while still observing the importance of sequencing learning in a logical progression.

The curriculum is framed by and includes specific references to terminal performance objectives in the Schedule of Training for Information Technology Contact Centre Sales Agent. However, the curriculum identifies only the learning that takes place off the job, in a training environment. The in-school program focuses primarily on the theoretical knowledge required to master the performance objectives in Part B of this document. Employers are expected to extend the apprentice's knowledge and skills through appropriate practical training on the work site. Regular evaluations of the apprentices' knowledge and skills are conducted throughout training to assure that all apprentices have achieved the Learning Outcomes identified in the curriculum.

The curriculum identifies the learning that takes place in-school. The in-school program focuses primarily on the theoretical knowledge and the essential skills required to support the performance objectives of the Apprenticeship Training Standards.

Employers/Sponsors are expected to extend the apprentice's knowledge and skills through practical training on a work site. Regular evaluations of the apprentice's knowledge and skills are conducted throughout training to verify that all apprentices have achieved the learning outcomes identified in the curriculum standard.

It is not the intent of the in-school curriculum to perfect on-the-job skills. The practical portion of the in-school program is used to reinforce theoretical knowledge. Skill training is provided on the job.

Please refer to Skilled Trades Ontario website (www.skilledtradesontario.ca) for the most accurate and up-to-date information about Skilled Trades Ontario. For information on *Building Opportunities in the Skilled Trades Act, 2021 (BOSTA)* and its regulations, please visit [Building Opportunities in the Skilled Trades Act, 2021, S.O. 2021, c. 28 - Bill 288 \(ontario.ca\)](#)

Pre-requisites

In order to advance to Level 2 of the apprenticeship program, an individual must have completed all of the units outlined in Level 1.

Hours Disclaimer (if applicable)

It is agreed that Training Delivery Agents (TDAs) may need to make slight adjustments (with cause) according to particular apprentice needs and may deviate from the unit sequencing and the prescribed practical and theoretical hours shown within the standard. However, all TDAs will comply with the hours at the reportable subject level.

Suggested Equipment for Training Delivery Agencies

Personal and Safety Equipment: Personal protective equipment is at the discretion of the TDA who must conform to Ontario Provincial Health and Safety Regulations.

Information Technology — Contact Centre Sales Agent

Program Summary of Reportable Subjects – Levels 1 & 2

Number	Reportable Subjects	Hours Total	Hours Theory	Hours Practical
Level 1 – Common Core				
S0791.0	Information Technology Contact Centre Environment	30	0	30
S0792.0	Communications	30	15	45
S0793.0	Information Technology Contact Centre Technologies	18	18	36
S0794.0	Workplace Professionalism	18	0	18
S0795.0	Customer Service	21	0	21
Total Hours - Level 1 (Common Core)		117	33	150
Level 2 – Sales Agent				
S0816.0	Sales Techniques	30	0	30
Total Hours Level 2 Sales Agent		30	0	30
Total Hours		147	33	180

Level 1
Common Core

Number: S0791.0

Title: Information Technology Contact Centre Environment

Duration: Total Hours: 30 Theory: 30 Practical: 0

Prerequisites: None

Number:	S0791.1
Title:	Information Technology Contact Centre Environment
Duration:	Total Hours: 24
Cross Reference to On-the-Job Performance Objectives:	1.2, 1.3, 1.4, 1.8, 2.8

General Learning Outcome

Upon successful completion the apprentice is able to describe how an IT contact centre functions and the roles and responsibilities of customer service agents, sales agents and technical support agents within an IT contact centre environment.

Learning Outcomes

- 1.1.1 Describe different types of contact centres.
 - inbound and outbound
 - in-house and outsourced
- 1.1.2 Describe the roles of customer service agents, sales agents and technical support agents.
- 1.1.3 Identify the workplace pressures specific to a contact centre.
- 1.1.4 Describe strategies for dealing with workplace pressures.
- 1.1.5 Identify the benefits of developing a network of peers and support resources.
- 1.1.6 Identify various types of products or services supported by a contact centre.
- 1.1.7 Identify the roles and responsibilities of support teams.
- 1.1.8 Define common contact centre terminology and metrics.
- 1.1.9 Describe IT contact centre software / hardware technology including:
 - customer relationship management (CRM) / information management software
 - knowledge management including on-line reference materials
 - quality monitoring
 - workforce management
 - telephony
 - network operations

Number:	S0791.2
Title:	Privacy and Security
Duration:	Total Hours: 6
Cross Reference to On-the-Job Performance Objectives:	1.8, 6.1, 6.2

General Learning Outcome

Upon successful completion the apprentice is able to recognize potential privacy and security issues within an IT contact centre environment.

Learning Outcomes

- 1.2.1 Explain the significance of federal and provincial legislation that outlines the responsibilities of both employers and employees as it relates to privacy and security in an IT contact centre environment.
- 1.2.2 Explain the importance and relevance of compliance, security, privacy, confidentiality and disaster recovery policies within an IT contact centre environment.
- 1.2.3 Describe ethical issues related to information technology.
- 1.2.4 Outline personal and professional ramifications of unethical practices.

Evaluation Structure	
Formative Assessment (Quizzes and Assignments)	Final Assessment
75%	25%

Number: S0792.0

Title: Communications

Duration: Total Hours: 45 Theory: 30 Practical: 15

Prerequisites: None

Number:	S0792.1
Title:	Effective Listening
Duration:	Total Hours: 15
Cross Reference to On-the-Job Performance Objectives: 2.1, 2.3, 3.1, 3.2, 3.3, 3.4, 3.7	

General Learning Outcome

Upon successful completion the apprentice is able to use active listening skills when interacting with customers, colleagues, supervisors and industry representatives in an IT contact centre environment.

Learning Outcomes

- 2.1.1 Identify the elements of active listening and their importance.
- 2.1.2 Outline the procedures for applying active listening skills.
- 2.1.3 Describe the use of minimal encouragers when applying active listening skills.
- 2.1.4 Identify core issues expressed by customers, colleagues, supervisors and industry representatives.
- 2.1.5 Interpret instructions and procedures.

Number:	S0792.2
Title:	Verbal Communications
Duration:	Total Hours: 15
Cross Reference to On-the-Job Performance Objectives: 3.1, 3.2, 3.3, 3.4, 3.7	

General Learning Outcome

Upon successful completion the apprentice is able to use professional business language and information gathering techniques when interacting verbally with customers, colleagues, supervisors and industry representatives in an IT contact centre environment.

Learning Outcomes

- 2.2.1 Describe questioning techniques and when to use them.
- 2.2.2 Apply questioning techniques to gather information about the customer, customer issues or products using professional business language, speaking style, tone, volume and clarity.
- 2.2.3 Summarize detailed or complex information to confirm accurate interpretation and understanding of information provided.
- 2.2.4 Explain technical instructions within the context of resolving customer issues.

Number:	S0792.3
Title:	Written Communications
Duration:	Total Hours: 15
Cross Reference to On-the-Job Performance Objectives: 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 4.1, 4.2, 4.3	

General Learning Outcome

Upon successful completion the apprentice is able to use reading, comprehension and writing skills to interact with customers, colleagues, supervisors and industry representatives in an IT contact centre environment.

Learning Outcomes

- 2.3.1 Describe the importance of reading, comprehension and writing skills within an IT contact centre environment.
- 2.3.2 Create written case notes that summarize the steps taken to address the issues and the outcomes of customer service.
- 2.3.3 Simplify detailed or complex written communications.
- 2.3.4 Prepare various types of internal correspondence using professional language in response to a variety of customer needs.

Evaluation Structure		
Formative Assessment (Quizzes and Assignments)	Practical Assessment	Final Assessment
45%	30%	25%

Number: S0793.0

Title: IT Contact Centre Technologies

Duration: Total Hours: 36 Theory: 18 Practical: 18

Prerequisites: None

Number: S0793.1

Title: Technological Resources

Duration: Total Hours: 12

Cross Reference to On-the-Job Performance Objectives: 1.4, 1.5, 1.8, 2.1, 3.6, 3.8, 4.1, 4.2, 4.3

General Learning Outcome

Upon successful completion the apprentice is able to use technology and on-line resources within an IT contact centre environment.

Learning Outcomes

- 3.1.1 Use internet and intranet to research and obtain information.
- 3.1.2 Locate required information on approved websites.
- 3.1.3 Explain the use of key words and how search results are organized.
- 3.1.4 Describe features of different search portals.
- 3.1.5 Describe the characteristics of customer relationship management (CRM)/ information management systems and its relevance within a contact centre environment.

Number:	S0793.2
Title:	Technical Systems
Duration:	Total Hours: 12
Cross Reference to On-the-Job Performance Objectives: 1.3, 1.4, 1.8, 3.8, 4.1, 4.2, 4.3	

General Learning Outcome

Upon successful completion the apprentice is able to use information management systems and technologies within an IT contact centre environment.

Learning Outcomes

- 3.2.1 Describe the following telephony systems.
- interactive voice response (IVR)
 - automatic call distributor (ACD)
 - skills based routing
 - computer telephony integration (CTI)
 - predictive diallers
 - private branch exchange (PBX)
- 3.2.2 Use the basic features of customer relationship management (CRM)/information management systems.
- 3.2.3 List types of data stored in customer relationship management (CRM)/information management systems.
- 3.2.4 Describe the relationship between customer data and transactional uses.
- 3.2.5 Describe the supporting contact centre systems that include:
- quality control monitoring
 - workforce management/scheduling
 - email management
 - statistics and report management

Number:	S0793.3
Title:	Documentation
Duration:	Total Hours: 12
Cross Reference to On-the-Job Performance Objectives: 3.8, 4.1, 4.2, 4.3	

General Learning Outcome

Upon successful completion the apprentice is able to create and maintain documentation using information management systems and technological resources within an IT contact centre environment.

Learning Outcomes

3.3.1 Use customer relationship and information management systems to:

- create and maintain customer records
- search databases for customer accounts
- validate customer identities
- edit and update customer information
- create and maintain transactional functions

3.3.2 Use information management systems and technological resources including templates to create and maintain internal and external business documentation.

Evaluation Structure		
Formative Assessment (Quizzes and Assignments)	Practical Assessment	Final Assessment
25%	50%	25%

Number: S0794.0

Title: **Workplace Professionalism**

Duration: Total Hours: 18 Theory: 18 Practical: 0

Prerequisites: None

Number:	S0794.1
Title:	Teamwork
Duration:	Total Hours: 9
Cross Reference to On-the-Job Performance Objectives: 5.1, 5.2	

General Learning Outcome

Upon successful completion the apprentice is able to interact with others to build professional relationships that help to meet performance objectives within an IT contact centre environment.

Learning Outcomes

- 4.1.1 Describe the importance of a team approach to achieving objectives.
- 4.1.2 Outline strategies for fostering cooperation in a team environment.
- 4.1.3 Outline the importance of clear communication among team members.
- 4.1.4 Describe coaching and mentoring techniques within the workplace.
- 4.1.5 Outline the importance of increasing awareness of and sensitivity to workplace diversity issues.

Number:	S0794.2
Title:	Time Management
Duration:	Total Hours: 9
Cross Reference to On-the-Job Performance Objectives:	5.1, 5.2

General Learning Outcome

Upon successful completion the apprentice is able to manage time to maximize daily performance within an IT contact centre environment according to industry resources, procedures and standards.

Learning Outcomes

- 4.2.1 Describe time management requirements within an IT contact centre environment including:
- agent schedule adherence in the achievement of service level
 - forecasting call volume and its impact on agent scheduling
 - average handle time and its impact on service level
- 4.2.2 Outline strategies to achieve targets for average handle time and after-call work.
- 4.2.3 Describe strategies for managing several tasks simultaneously.

Evaluation Structure	
Formative Assessment (Quizzes and Assignments)	Final Assessment
75%	25%

Number:	S0795.0		
Title:	Customer Service		
Duration:	Total Hours: 21	Theory: 21	Practical: 0
Prerequisites:	None		

Number:	S0795.1
Title:	Customer Service
Duration:	Total Hours: 9
Cross Reference to On-the-Job Performance Objectives: 3.1, 3.2, 3.3, 3.4, 3.5, 3.7, 3.8	

General Learning Outcome

Upon successful completion the apprentice is able to use strategies for building customer relationships, identifying customer needs and providing quality customer service in an IT contact centre environment.

Learning Outcomes

- 5.1.1 Explain the importance of customer satisfaction and its impact on customer retention.
- 5.1.2 Describe the relative value of customer retention compared to the cost of new customer acquisition.
- 5.1.3 Identify the roles of customer service agents, sales agents and technical support agents in customer retention.
- 5.1.4 Identify the value of customer information for all service strategies.
- 5.1.5 Identify the relationship of customer needs to services provided.
- 5.1.6 Identify several strategies that build rapport and enhance customer relationships.
- 5.1.7 Explain common practices for identifying and validating customer needs.
- 5.1.8 Explain the value of identifying unstated customer needs.

Number:	S0795.2
Title:	Handling Difficult Customers
Duration:	Total Hours: 12
Cross Reference to On-the-Job Performance Objectives: 3.1, 3.2, 3.3, 3.4, 3.5, 3.7	

General Learning Outcome

Upon successful completion the apprentice is able to describe basic strategies and techniques for handling difficult customers within an IT contact centre environment.

Learning Outcomes

- 5.2.1 Identify problem resolution techniques and resources.
- 5.2.2 Review customer data to identify history related to current issues.
- 5.2.3 Describe escalation strategies used for resolving customer issues.
- 5.2.4 Describe how an individual's behaviour impacts the behaviour of others.
- 5.2.5 Describe techniques used to control agent emotions during customer interactions.
- 5.2.6 Describe techniques used for calming customer emotions during customer interactions.
- 5.2.7 Identify common causes of customer dissatisfaction.

Evaluation Structure	
Formative Assessment (Quizzes and Assignments)	Final Assessment
75%	25%

Level 2

Information Technology — Contact Centre Sales Agent

Number:	S0816.0		
Title:	Sales Techniques		
Duration:	Total Hours: 30	Theory: 30	Practical: 0
Prerequisites:	Level 1		

Number: S0816.1
Title: In-bound and Out-bound Sales Calls
 Duration: Total Hours: 30
 Cross Reference to On-the-Job Performance Objectives: 4.1, 4.2, 4.3, 4.4

General Learning Outcome

Upon successful completion the apprentice is able to describe the common elements of the sales cycle including determining and validating customers’ needs, creating solutions and closing the sale.

Learning Outcomes

- 6.1.1 Identify methodologies for determining solutions to customers’ needs.
- 6.1.2 Outline procedures for resolution to sales objections.
- 6.1.3 Describe “up selling” techniques.
- 6.1.4 Describe procedures for closing the sale.
- 6.1.5 Explain marketing and sales objectives.
- 6.1.6 Explain the relevance of profit margins to sales targets.
- 6.1.7 Describe market segmentation and target marketing.
- 6.1.8 Explain the purpose of the sales verification process when selling by telephone.

Evaluation Structure	
Formative Assessment (Quizzes and Assignments)	Final Assessment
75%	25%

Definitions

Apprentice

- An individual who, pursuant to a registered Training Agreement, is receiving or is to receive training in a trade that is required as part of an apprenticeship program
- Holds a Training Agreement in either a compulsory or non-compulsory trade;
- Are subject to any ratios that have been set out in regulation and or recommended by industry for their trade(s);
- Remain as an Apprentice until they receive their Certificate of Apprenticeship

BOSTA

Building Opportunities in the Skilled Trades Act, 2021 (BOSTA)

Certificate of Apprenticeship (C of A)

A certificate issued to individuals who have demonstrated that they have completed an apprenticeship program in Ontario.

Certificate of Qualification (C of Q)

A certificate issued to an individual who has completed an apprenticeship or equivalent AND passed the Certificate of Qualification examination.

Competence

The ability of an individual to perform a skill, consistently without assistance, in the workplace as set out in the Logbook.

Competency Analysis Profile (CAP Chart)

A chart that identifies the training needs of an individual trade and details the skills/skill sets that must be demonstrated during an apprenticeship program.

Journeyman

Journeyman means an individual who holds a certificate of qualification (in a compulsory or non-compulsory trade) and/or an individual who practices as a journeyman in a non-compulsory trade who does not hold a certificate of qualification and has equivalent experience in that trade.

Mandatory Skill

Status assigned to unshaded individual skills, skill sets or general performance objectives which must be signed-off for the Apprentice to complete their program.

Optional Skill

Status assigned to shaded individual skills, skills sets or general performance objectives for which sign-off is not required for the Apprentice to complete the program.

Provisional Certificates of Qualification

- A Provisional Certificate of Qualification is issued to an individual who has obtained a Certificate of Apprenticeship (in both compulsory and non-compulsory trades) in a program that has a Certificate of Qualification examination, to which the individual has not yet passed the Certificate of Qualification examination.
- A Provisional Certificate of Qualification shall have the prescribed term or, if no term is prescribed, a term of one year.
- In a compulsory trade, the Provisional Certificate of Qualification allows a person to continue working legally in the trade for up to 12 months while they work to pass the certifying exam.
- Individuals with a Provisional Certificate of Qualification are subject to any ratios that have been set out for their trade(s).

Ratios

For the purpose of an Apprenticeship program, a ratio is the maximum number of Journeypersons to Apprentices. The purpose of ratios is to provide consistent supervision, training and continuity of work.

Sign-off

Signature of the Sponsor of record, or an individual to whom that Sponsor has delegated signing authority, (e.g. Trainer) indicating an Apprentice's demonstration of competence.

Skill

Individual competency/task described in the Logbook.

Skill Sets

Group or selection of individual skills found in the Logbook.

Skill Set Completion for Sponsors

Listing for all skill sets and includes space for sign-off by Sponsor of record.

Sponsor

Means a person that has entered into a registered Training Agreement under which the person is required to ensure that an individual is provided with workplace-based training in a trade as part of an apprenticeship program.

Sponsor of Record

Refers to the Sponsor documented as being signatory to the registered Training Agreement or Contract of Apprenticeship. In order for a Sponsor to be considered for the training of Apprentices, they must identify that the workplace has qualified persons or the equivalent on site, and can identify that the workplace has the tools, equipment, materials, and processes which have been identified by the Industry representatives for the trade.

Trainer

An individual who oversees the performance of a task and sets the workplace expectations and practices for the Apprentice. For a compulsory trade, a qualified Trainer is an individual who holds a Certificate of Qualification. In a non-compulsory trade, a Trainer is an individual who either holds a CofQ, CofA, or is considered equivalent.

Ready to Write Your Exam?

Many of the skilled trades in Ontario have a final certification examination that you must pass to become certified in your trade. Passing the examination gives you the right to hold yourself out as a Journeyman and receive a Certificate of Qualification in your trade.

There are two types of trade certification examinations in Ontario:

1. Provincial (Ontario) examinations - which lead to a Certificate of Qualification.
2. Red Seal examinations – which lead to a Certificate of Qualification with an Interprovincial Red Seal endorsement.

If a trade is designated as Red Seal in Ontario, you will be writing the Red Seal examination. To access the Red Seal preparation guide please visit: red-seal.ca

Ontario's Exam Preparation Guide

[Exam Resources – Skilled Trades Ontario](#)

Basic Examination Details for You to Know

- You will have **up to four hours to write your examination.**
- Accommodations must be requested and approved prior to scheduling your examination.
- You can leave the examination centre if you complete the examination in less than four hours.
- Exam questions are multiple choice with four options from which you must choose the correct answer. Your examination may have between 90 and 150 multiple choice questions.
- You need a mark of 70% to pass.

Scheduling Your Examination

The examination scheduling process is currently outlined in detail on the Skilled Trades Ontario website: [Exam Scheduling – Skilled Trades Ontario](#)

Remember these 3 basic steps:

1. Confirm your eligibility to write the examination with Skilled Trades Ontario.
2. Contact Client Services at Skilled Trades Ontario to pay your examination fee.
3. Contact the local Service Delivery Office to schedule your examination in their examination centre: <https://www.ontario.ca/page/employment-ontario-apprenticeship-offices>

Instructions for Recording a Change in Sponsor

1. Record your first sponsor's information in Sponsor Record #1 – this would be the sponsor who has signed your initial apprenticeship Training Agreement for this trade.
2. If you do change sponsors prior to completing this apprenticeship, please contact your local Service Delivery Office immediately to update your sponsor record.
3. Please make sure you record all the information regarding any additional sponsors of record towards your apprenticeship using the Sponsor Records on the following pages (if applicable).

You must fill out a Change of Sponsor Record each time you change your sponsor.

Sponsor Record #1

Sponsor Information		
Apprentice Name		
Training Agreement #		Date (mm/dd/yy)
Sponsor Name		
Address		
Telephone		
E-mail Address		

Summary of Training	
Employment Start Date	
Employment End Date	
Total hours of training & instruction between dates of employment.	
Skill Sets Completed	

As the Sponsor, I hereby confirm that the above information is true and accurate to the best of my knowledge.

Signature: _____ Date: (mm/dd/yy) _____

The Sponsor is required to sign-off and date the skills after the Apprentice has proven competence in those skills. However, if a skill is shaded, it is optional and does not need to be signed-off.

***If you need additional copies of the Sponsor Record, visit SkilledTradesOntario.ca and search Sponsor Record Form.**

Change of Sponsor Record #2

Sponsor Information		
Apprentice Name		
Training Agreement #		Date (mm/dd/yy)
Sponsor Name		
Address		
Telephone		
E-mail Address		

Summary of Training	
Employment Start Date	
Employment End Date	
Total hours of training & instruction between dates of employment.	
Skill Sets Completed	

As the Sponsor, I hereby confirm that the above information is true and accurate to the best of my knowledge.

Signature: _____ Date: (mm/dd/yy) _____

The Sponsor is required to sign-off and date the skills after the Apprentice has proven competence in those skills. However, if a skill is shaded, it is optional and does not need to be signed-off.

***If you need additional copies of the Sponsor Record, visit SkilledTradesOntario.ca and search Sponsor Record Form.**

Change of Sponsor Record #3

Sponsor Information		
Apprentice Name		
Training Agreement #		Date (mm/dd/yy)
Sponsor Name		
Address		
Telephone		
E-mail Address		

Summary of Training	
Employment Start Date	
Employment End Date	
Total hours of training & instruction between dates of employment.	
Skill Sets Completed	

As the Sponsor, I hereby confirm that the above information is true and accurate to the best of my knowledge.

Signature: _____ Date: (mm/dd/yy) _____

The Sponsor is required to sign-off and date the skills after the Apprentice has proven competence in those skills. However, if a skill is shaded, it is optional and does not need to be signed-off.

***If you need additional copies of the Sponsor Record, visit SkilledTradesOntario.ca and search Sponsor Record Form.**

Change of Sponsor Record #4

Sponsor Information		
Apprentice Name		
Training Agreement #		Date (mm/dd/yy)
Sponsor Name		
Address		
Telephone		
E-mail Address		

Summary of Training	
Employment Start Date	
Employment End Date	
Total hours of training & instruction between dates of employment.	
Skill Sets Completed	

As the Sponsor, I hereby confirm that the above information is true and accurate to the best of my knowledge.

Signature: _____ Date: (mm/dd/yy) _____

The Sponsor is required to sign-off and date the skills after the Apprentice has proven competence in those skills. However, if a skill is shaded, it is optional and does not need to be signed-off.

***If you need additional copies of the Sponsor Record, visit SkilledTradesOntario.ca and search Sponsor Record Form.**

Appendix A — Instructions for Apprenticeship Program Completion

Once an Apprentice has completed all the classroom training and benchmark on-the-job hours specified for the trade and has acquired all the mandatory skills included in this Logbook.

The Apprentice and the Sponsor complete the Apprentice Completion Form and the Skill Set Completion for Sponsors Form located on the following pages.

1. They sign the forms and submit them to their local Service Delivery Office. To find the closest office, check the contact information at ontario.ca/page/employment-ontario-apprenticeship-offices or call the Employment Ontario toll free number at (1-800-387-5656).
2. For All Trades: All mandatory skills (or the combination indicated in the completion requirements for the trade) in the Logbook must be signed-off. The recommended hours are a benchmark. If the Sponsor is completing the Apprentice before the industry recommended training hours are done, staff may request further information regarding the Apprentice's on-the-job training. An example of a request would be a letter from the Sponsor confirming the Apprentice worked for some time in the trade before the initial Training Agreement was registered, thereby acquiring some skills beforehand.

If Apprentices are submitting the completion request form and supporting documentation to their local Service Delivery Office by mail, fax, or email (as a scanned document), they should not include their Logbook; if they are presenting this form in person at the local Service Delivery Office, they should bring their Logbook with them.

After staff verifies all the information in the completion request, they may contact either the Apprentice or the Sponsor for further information or documentation. Once the completion has been confirmed, the local Service Delivery Office will issue a Certificate of Apprenticeship to the Apprentice.

Skilled Trades Ontario will receive notification of this completion.

- If the Apprentice has completed a program in a **compulsory trade**, Skilled Trades Ontario will automatically register the Apprentice for a Provisional Certificate of Qualification to continue to work legally for one year while preparing for the certification examination.
- If an Apprentice completes their apprenticeship in a **non-compulsory trade** and there is a Certificate of Qualification exam, they must write and pass the exam to receive a Certificate of Qualification from Skilled Trades Ontario.

For permission to schedule an exam once completion is confirmed, the individual must first contact the Skilled Trades Ontario Client Services Department at 647-847-3000 or toll free at 1-855-299-0028 to pay the certification examination fee. Once you have paid your exam fee with Skilled Trades Ontario, book your exam by contacting your nearest Employment Ontario local Service Delivery Office.

Appendix B — Apprentice Completion Form

Please fill out both sides of this form, including the Skill Set Completion for Sponsors (see back of form). Once both sides are completed, submit the form to your local Service Delivery Office (find contact information at ontario.ca/page/employment-ontario-apprenticeship-offices or by calling Employment Ontario at (1-800-387-5656).

Apprentice Information	
Name (print)	
Client ID # Issued by Ministry	
Telephone Number(s)	

Sponsor Information	
Legal Name	
Address	
Telephone Number(s)	
Sponsor's Signing Authority <i>(print name)</i>	
E-mail Address	

Program Information	
Trade Name	
Number of hours required as per Training Agreement <i>(hours-based trades only)</i>	
Hours completed? <i>(documentation attached)</i>	Yes () No () Not applicable ()
Classroom training completed or exempt?	Yes () No () Not applicable ()

I hereby confirm that the information submitted on both sides of this form is true and accurate.

X _____
Apprentice's Signature Date

X _____
Signature of Sponsor's Signing Authority Date

Appendix C — Skill Set Completion for Sponsors

You will find the skill set numbers and titles in the Logbook's Table of Contents. By signing off each skill set in the table below, you are providing final confirmation, as the Apprentice's Sponsor, that the Apprentice has demonstrated competency in all the mandatory skills included in the skill set.

Skill Set #	Skill Set Title	Signing Authority Signature
U6241.0	Maintain a Contact Centre Environment	
U6242.0	Communicate	
U6243.0	Provide Customer Service	
U6244.0	Provide Sales and Service	
U6245.0	Create and Maintain Documentation	
U6246.0	Support Others and Plan for Personal Development	
U6247.0	Maintain Privacy and Security	

Ministry of Labour, Immigration, Training and Skills Development use only:

Sponsor verified as most recent sponsor of record: Yes () No ()

Documentation to support completion of hours attached: Yes () No ()

Completion of classroom training verified: Yes () No ()

Staff Name _____ Signature _____

Date _____

Learning Outcomes Completion Form

Date of Completion#	Organization Name(s)	Signing Authority Signature

Appendix D — Local Service Delivery Offices in Ontario

For current office listings visit: ontario.ca/page/employment-Ontario-apprenticeship-offices

Location	Contact	Location	Contact
Barrie 705-737-1431	55 Cedar Pointe Dr Unit 609, Barrie, ON L4N 5R7	Marathon 807-346-1550	52 Peninsula Road, Suite 103 Marathon, Ontario, P0T 2E0
Belleville 613-968-5558 1-800-953-6885	135 North Front St, Belleville, ON K8P 3B5	Markham 905-513-2695	140 Allstate Parkway, Suite 505, Markham, Ontario L3R 5Y8
Brantford 519-756-5197	505 Park Rd North Suite 201, Brantford, ON N3R 7K8	North Bay 705-495-8515 1-800-236-0744	200 First Ave West, North Bay, ON P1B 3B9
Chatham 519-354-2766 1-800-214-8284	870 Richmond St West 1st Floor, Chatham, ON N7M 5J5	Ottawa 613-731-7100 1-877-221-1220	Preston Square, 347 Preston Street, Suite 310, Ottawa, ON K1S 3H8
Cornwall 613-938-9702 1-877-668-6604	132 Second St East Ste 202, Cornwall, ON K6H 1Y4	Owen Sound 519-376-5790 1-800-838-9468	1450 1st Ave West, Suite 100, Owen Sound, ON N4K 6W2
Dryden 807-456-2665 1-800-734-9572	Provincial Government Building, 479 Government St, Dryden, ON P8N 3K9	Peel 905-279-7333 1-800-736-5520	The Emerald Centre, 10 Kingsbridge Garden Circle, Suite 404, Mississauga, ON L5R 3K6
Durham 905-433-0595 1-800-461-4608	78 Richmond Street West, Oshawa, ON L1G 1E1	Pembroke 613-735-3911 1-800-807-0227	615 Pembroke St East, Pembroke, ON K8A 3L7
Elliot Lake 1-800-236-8817	50 Hillside Dr North, Elliot Lake, ON P5A 1X4	Peterborough 705-745-1918 1-877-433-6555	901 Lansdowne St West, Peterborough, ON K9J 1Z5
Fort Frances 807-274-8634	922 Scott St 2nd Flr, Fort Frances, ON P9A 1J4	Sarnia 519-542-7705 1-800-363-8453	162 Lochiel Street, Suite 101, Sarnia, ON N7T 7W5
Geraldton 807-854-1966	208 Beamish Avenue West Geraldton, Ontario P0T 1M0	Sault Ste. Marie 705-945-6815 1-800-236-8817	477 Queen St East 4th Flr, Sault Ste Marie, ON P6A 1Z5
Halton 905-842-5105 1-844-901-5105	700 Dorval Dr., Suite 201, Oakville, ON L6K 3V3	St Catharines 905-704-2991 1-800-263-4475	Garden City Tower, 301 St Paul St East, 10th Flr, St Catharines, ON L2R 7R4
Hamilton 905-521-7764 1-800-668-4479	Ellen Fairclough Bldg, 119 King St West 8th Flr, Hamilton, ON L8P 4Y7	Sudbury 705-564-3030 1-800-603-5999	159 Cedar St Ste 506, Sudbury, ON P3E 6A5
Kapuskasing 705-465-5785 705-235-1950	Ontario Government Complex, 122 Government Rd West, Kapuskasing, ON P5N 2X8	Thunder Bay 807-346-1550 1-800-439-5493	189 Red River Rd Suite 103, Thunder Bay, ON P7B 1A2
Kenora 807-468-2879 1-800-734-9572	227 1/2 Second St South, Kenora, ON P9N 1G4	Timmins 705-235-1950 1-877-275-5139	Ontario Government Complex, 5520 Highway 101 East Wing B, South Porcupine, ON P0N 1H0
Kingston 613-548-1151 1-866-973-4043	Alliance Business Centre, 299 Concession St Ste 201, Kingston, ON K7K 2B9	Toronto Centre 416-927-7366 1-800-387-5656	2 St Clair West, 11 th floor Toronto, ON M4A 1L5
Kitchener 519-653-5758 1-866-877-0099	4275 King St East, Kitchener, ON N2P 2E9	Toronto South 416-326-5800	625 Church St 1st Fl, Toronto, ON M7A 2B5
London 519-675-7788 1-800-265-1050	1200 Commissioners Rd E, Unit 72, London, ON N5Z 4R3	Windsor 519-973-1441	Roundhouse Centre, 3155 Howard Ave 2nd Fl, Suite 200, Windsor, ON N8X 4Y8

Competency Analysis Profile: Information Technology — Contact Centre Sales Agent 634D
(all unshaded skill sets must be completed)

Competency Analysis Profile (CAP) Chart

<p align="center">U6241.0 Maintain a Contact Centre Environment</p>	<p align="center">1.1 Identify and take preventive action against potential workplace environmental, health and safety hazards</p>	<p align="center">1.2 Maintain standard contact centre metrics for adherence, conformance and attendance</p>	<p align="center">1.3 Maintain line of business performance metrics</p>	<p align="center">1.4 Use workstation technology</p>	<p align="center">1.5 Adjust workstation equipment</p>
	<p align="center">1.6 Report adverse environmental conditions</p>	<p align="center">1.7 Maintain a clean and sanitary workstation</p>	<p align="center">1.8 Notify the help desk of hardware and software access and functionality concerns</p>		
	<p align="center">2.1 Gather information through active listening and interpretation of customer communications</p>	<p align="center">2.2 Speak effectively</p>	<p align="center">2.3 Prepare written and typed communications</p>	<p align="center">2.4 Clarify requests and concerns from customers</p>	<p align="center">2.5 Clarify goals and objectives using contact centre performance metrics</p>
	<p align="center">2.6 Apply company and client information</p>	<p align="center">2.7 Respond to real-time information and changes</p>	<p align="center">2.8 Complete self-guided training modules and continuing education</p>		

Competency Analysis Profile: Information Technology — Contact Centre Sales Agent 634D
(all unshaded skill sets must be completed)

U6243.0 Provide Customer Service	3.1 Build relationships with customers	3.2 Provide clear and accurate information to customers	3.3 Discover and validate customer needs	3.4 Respond to customers within service guidelines	3.5 Control call flow
	3.6 Defuse and handle difficult and angry customers				
U6244.0 Provide Sales and Service	4.1 Facilitate sales and customer order fulfillment	4.2 Offer solutions to customers needs	4.3 Confirm the solutions and close the sales	4.4 Meet or exceed performance metrics	
U6245.0 Create and Maintain Documentation	5.1 Create customer-related documentation	5.2 Create client-related documentation	5.3 Create company-related documentation		
U6246.0 Support Others and Plan for Personal Development	6.1 Support co-workers who are learning new skills	6.2 Develop a personal plan for performance improvement			
U6247.0 Maintain Privacy And Security	7.1 Protect personal and confidential information	7.2 Maintain security protocols			

Notes

Completing Your Apprenticeship Program

Once your sponsor agrees you are competent in the required skills, your hours are complete and you have completed all the levels of classroom training required for your trade:

- ✓ Follow the completion instructions on the Completion Form (Appendix A) in the Logbook.
- ✓ Answer any questions that MLITSD staff may have and provide any additional completion documentation that may be required.
- ✓ Once completion is confirmed, MLITSD will issue you a Certificate of Apprenticeship and notify Skilled Trades Ontario.

After Your Apprenticeship

If you are in a trade with a certification exam, Skilled Trades Ontario will receive notice of your completion.

For compulsory trades, you will be issued a Provisional Certificate of Qualification which will allow you to work legally for up to 12 months until you write and pass your examination.

For a non-compulsory trade, once you pass your examination, you will be issued a Certificate of Qualification for your trade.

Preparing For Your Exam

- **To pay for a Certificate of Qualification examination, contact Skilled Trades Ontario** Client Services Department at: 647-847-3000 or toll free at 1-855-299-0028
- **To schedule your exam:** Once you have paid, contact your local Service Delivery Office to book your exam.
- **Download Skilled Trades Ontario exam preparation guide at:** [Exam Resources – Skilled Trades Ontario](#) and/or view the exam preparation guide for Red Seal trades at: red-seal.ca



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