

Customer Service Specialist – Bilingual

Adult Technology Training for Individuals with Limited English Proficiency



Agenda

- ◆ Project Summary Information
- ◆ Project Overview
- ◆ Project Partner
- ◆ Project Model
- ◆ Recruitment
- ◆ Screening/Assessment
- ◆ Training
- ◆ Placement



Graduation Day – All Smiles!



Internship at ETECH



Classroom Training



A Proud Achievement

ETECH, INC.



- Leading provider in business process solutions since 1997 .
- Five total facilities- 3 in TX (Lufkin, Nacogdoches, Pasadena/Houston, 2 in India.
- 1500 employees
- Provides inbound and outbound customer service support and back office processes.

GOAL: To leverage Texas and India locations to offer 24X7 Follow the Sun service.

ETECH, Inc

- ◆ Etech's dedicated bilingual center opened for business in Pasadena in June of 2007.
- ◆ Has 100 seats, and the capacity to grow to 300 seats, this facility brings much needed bilingual talent to their many partners including Bell South.
- ◆ The Pasadena facility has a primary focus on:
 - Consumer sales and service
 - Web chat sales and service

Project Summary

Business Partner: ETECH, Inc.

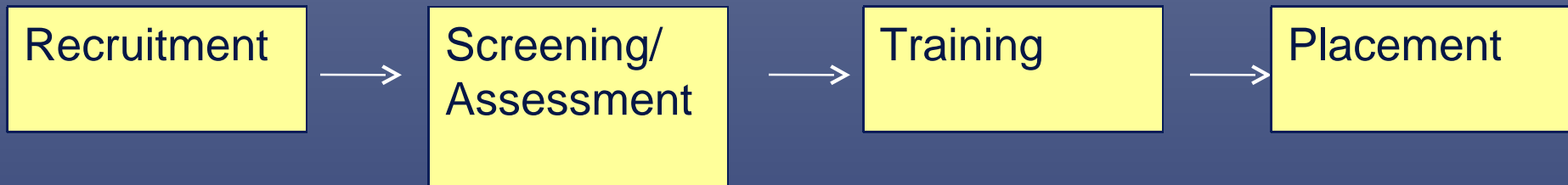
Technical Component: Computer skills,
Customer Service

Recruitment: 80 participants in 4 sessions (20
per session)

Grant Length: February 2008 – February 2009

Placement: Target 17 per session (85%
placement rate)

Project Model



Recruitment

- Press coverage
- Advertisements (Green Sheet)
- Ads in Schedule Book
- Flyers
- Email Blasts
- Web Site
- ESL/ESOL Classroom visits



Screening/Assessment

- ♦ 1. Screening Tools
 - ♦ (Over the phone) Screening Script
 - ♦ (Face to face) Information Session/

- ♦ 2. Assessment (Oral, Reading, Writing)
 - (a) Language
 - 1. Spanish Oral (Ballard Tighe- IPT 2)
 - 2. Spanish Reading/Writing (Ballard Tighe- IPT 3)
 - 3. English Comprehension/Complexity/Oral (CAL.org- BEST Plus)

 - (b) Technical
 - 1. In-house assessment used as base-line instrument used to measure basic operating system knowledge

Screening to Assessment to Enrollment



Initial Screening via Screening Script



Attend Information Session w/possible Assessment



Assessment



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Comprised of Qualification, Interest and Oral Communication/Conversation sections. If recommended, candidate will attend Information Session.

Comprised of program information including:

- Class listing and descriptions
- Schedule
- Materials
- Class/lab tour
- ETECH presentation

If candidate interested, move on to assessment

Comprised of interview, recording, short technical and Language assessments.

If pass interview, then assessments.

If pass assessments, then enroll.

Training

The training consists of 120 contact hours delivered over 4 weeks including:

- ♦ 60 hours of language training – (half of the program)

English for the Workplace – 42 hours

Spanish for the Workplace - 18 hours



Training

- ◆ 18 hours of Technology Training including
Windows – 12 hours
Word – 6 hours

(Free keyboarding to be provided via software)

**The company has asked that this training be done in English to enhance those skills.

Training

- ◆ 12 hours of Customer Service
Telephone Doctor

- ◆ 30 hours of Workplace
Readiness

Teamwork
Internship

