Content

About us

Azercell Academy is the first Corporate University in Azerbaijan that has more than 17 years of successful experience in training and development services. At the early stages of Azercell Academy's function, learning and development programs mostly targeted Azercell's own team of employees. However, during the next stages, these programs were shared with Azercell's suppliers and partners, and since that time Academy expanded its service delivery to Azerbaijan's business segment, including retail, insurance, banking, public, and other sectors of the economy.

Azercell Academy is a business partner who supports both individual customers and corporate clients to advance in their professional development through a portfolio of specialized learning solutions and customized consulting services. We share knowledge and skills practice that we experience ourselves.

All of our development programs are practical and based on gained experience.

Purpose

We are a Corporate University focusing on development of Azercell's current and future competencies, as well as delivering our services to individuals and corporate customers in Azerbaijan. We strongly believe that everyone should be able to continuously learn and develop. We are committed to serve all our customers as a learning and development center that strives to provide them with flexible learning solutions.

Strategic goal

We aim to become a leading learning and development center in Azerbaijan in its core competence areas.

Business schools:

Customer Experience Management school

Sustainable business development in modern times depends on improved customer experience and customer satisfaction. A satisfied customer is a loyal customer. A loyal customer will re-use your service and lead to sustainable business development. This is where the company's success formula begins.

The customer is satisfied only when his needs are met fully and on time. In order to ensure customer satisfaction, a long-term relationship must be established with customers, and their wishes must be clarified and met in advance.

Curriculum of the business school:

- Call center management
- Workforce management
- Service quality management
- Resolution of complaints
- Digital customer service
- Customer-oriented service culture
- Face-to-face customer service
- Customer service on the phone
- Emotional intelligence
- Stress management
- Managing time effectively

Project management has recently received special attention in the field of business. But if there is so much attention and demand in this area, why do world statistics show that only 40% of projects are successful? There can be many reasons for this.

Azercell Academy's School of Project Management teaches to carry out the planned work in time, in full and with high quality.

Curriculum of the school:

• Project management — beginner, intermediate and professional levels
• Communication skills
• Managing time effectively
• Leadership skills
• Successful negotiations
• Team development
• Customer expectations management

Project Management school
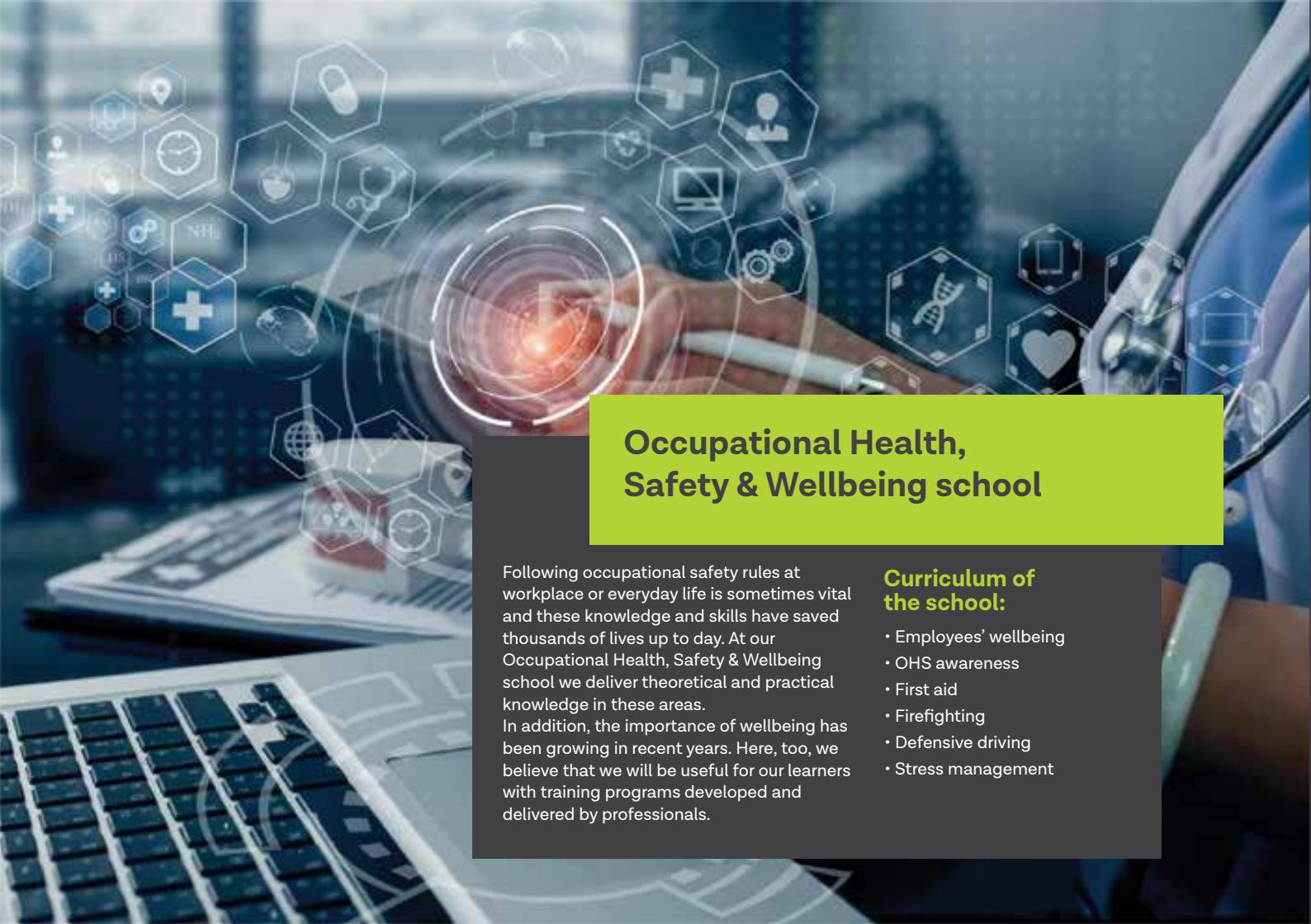
Occupational Health, Safety & Wellbeing school

Following occupational safety rules at workplace or everyday life is sometimes vital and these knowledge and skills have saved thousands of lives up to day. At our Occupational Health, Safety & Wellbeing school we deliver theoretical and practical knowledge in these areas.

In addition, the importance of wellbeing has been growing in recent years. Here, too, we believe that we will be useful for our learners with training programs developed and delivered by professionals.

Curriculum of the school:

- Employees' wellbeing
- OHS awareness
- First aid
- Firefighting
- Defensive driving
- Stress management

Sales school

Today, the success of any business is directly proportional to the sales of the service or product offered. It is safe to say that sales are one of the most influential factors in business development. Developed business means more loyal customers and more revenue. Therefore, it is very important to learn the intricacies of this field from professionals. Azercell Academy Sales school will help you increase your knowledge in this field.

Curriculum of the business school:

• Negotiations management
• Sales skills
• Problematic customers and problem solving
• Customer satisfaction
• Sales channels management
• Online sales
• Main customer base management
• Retail and merchandising
• Measuring quality on sale
• Management of corporate sales representatives

Big Data and Analytics school

In order to manage large businesses properly in modern times, it is necessary to work with a lot of "data". Optimizing the use of the collected data by properly analyzing it plays an important role. Therefore, the number of people who want to study the field of data is growing day by day. Necessary knowledge can be learned from Azercell Academy Big Data and Analytics school.

Curriculum of the business school:

• What is data and how to use it
• Methods of obtaining and collecting information
• Programming (coding) skills required for data processing
• Data analysis
• Statistical knowledge required to clear the data
• Building forecast models based on the used data
• Large data handling and processing technologies

Training programs:

- **Customer Oriented Service Culture**
- **Face-to-face Customer Service**
- **Customer Care Over the Phone**
- **Due Diligence**
- **Sales Excellence Skills**
- **Anti-fraud**
- **Project Management**
- **Get Trained, Get Hired**
- **Occupational Health and Safety Trainings**
    - OHS Awareness
    - First Aid
    - Firefighting
    - Defensive Driving
- **Soft skill trainings:**
    - Impactful Presentation Skills
    - Successful Negotiations
    - Stress Management
    - Managing Time Effectively
    - Conflict Resolution

Target group:

This highly participative course is designed for anyone who has regular customer contact not only with external but also internal clients (other sections' and departments' employees, colleagues) and wants to develop their skills in delivering excellent customer service.

Program:

• Core competencies of the customer satisfaction
• Achievement of perfection in the field of customer satisfaction
• Internal/external customer satisfaction
• Basic behaviors necessary for successful service
• Definition of intelligent work
• Positive behavior at criticism and complaints
• How to improve self-confidence
• Factors of effective intercourse

Customer Oriented Service Culture (2 days)

Face-to-face Customer Service (2 days)

Advanced Program:

- Personal aspect of service. Customer interactions strategies
- Stages of work with customers. Sales. Formula of successful contact
- Diagnostics of customer needs
- Presentation of the proposal for customer
- Clarification of customer's attitude to the proposal. Working on customer objections
- Working on customer complaints. Difficult situations in working with customers
- Formulation of customer service standard

Target group:

The majority of participants attending this course are in customer facing or customer support roles who want to develop their face-to-face customer service skills and behaviors.

Basic Program:

- Ideal service concept
- Changing complaints into opportunities and handling them
- Corporate and representatives' approach towards customer
- How to handle rude and insulting customer

Customer Care Over the Phone (2 days)

Target group:
Call Center representatives.

Program:
- Call center, communication and quality in service
- What is ideal service and ability to serve well
- Non-verbal abilities and voicebreathing fitness
- Client negotiation skills and algorithm of negotiation customer

Due Diligence (1 day)

Target group:
The training is designed for related staff of companies having a large vendor portfolio.

Program:
- Due diligence induction
- Due diligence process and main principles
- Essence of ethical compass
- Case studies

Sales Excellence Skills (1 day)

Target group:
Anyone who is fresh in sales or is aspiring to develop their career in sales will get very useful tips from this training.

Program:
- Welcoming, creating relationship
- What is sales?
- Sales facility
- Sales experience / ability
- Set the right goals
- Time management
- Customer satisfaction
- Types of sales
- Errors on sale
- New customer search

Anti-fraud (half day)

Target audience:
Anyone facing different types of fraud cases especially those related to new technologies in communication.

Program:
- The most common industries
- Samples and prevention methods
- Telecommunication fraud
- Fraud systems and benchmarks
- Hot fraud types and prevention methods

Target group:

This program is suitable for individuals seeking to enter the field of project management or for current project managers who desire training on project management skills and techniques.

Program:

This course is about skills, tools, techniques and economic principles that transcend various company structures, environments and project management philosophies. It is about essential "hands-on" tools and techniques needed by contemporary project managers. The focus of this workshop is on the practitioner's rather than the academic view of project management, including tricks, tips, soft skills and "guerilla warfare" tactics and the economics of project management in particular and strategic business decision-making in general.

Project Management (2 days)
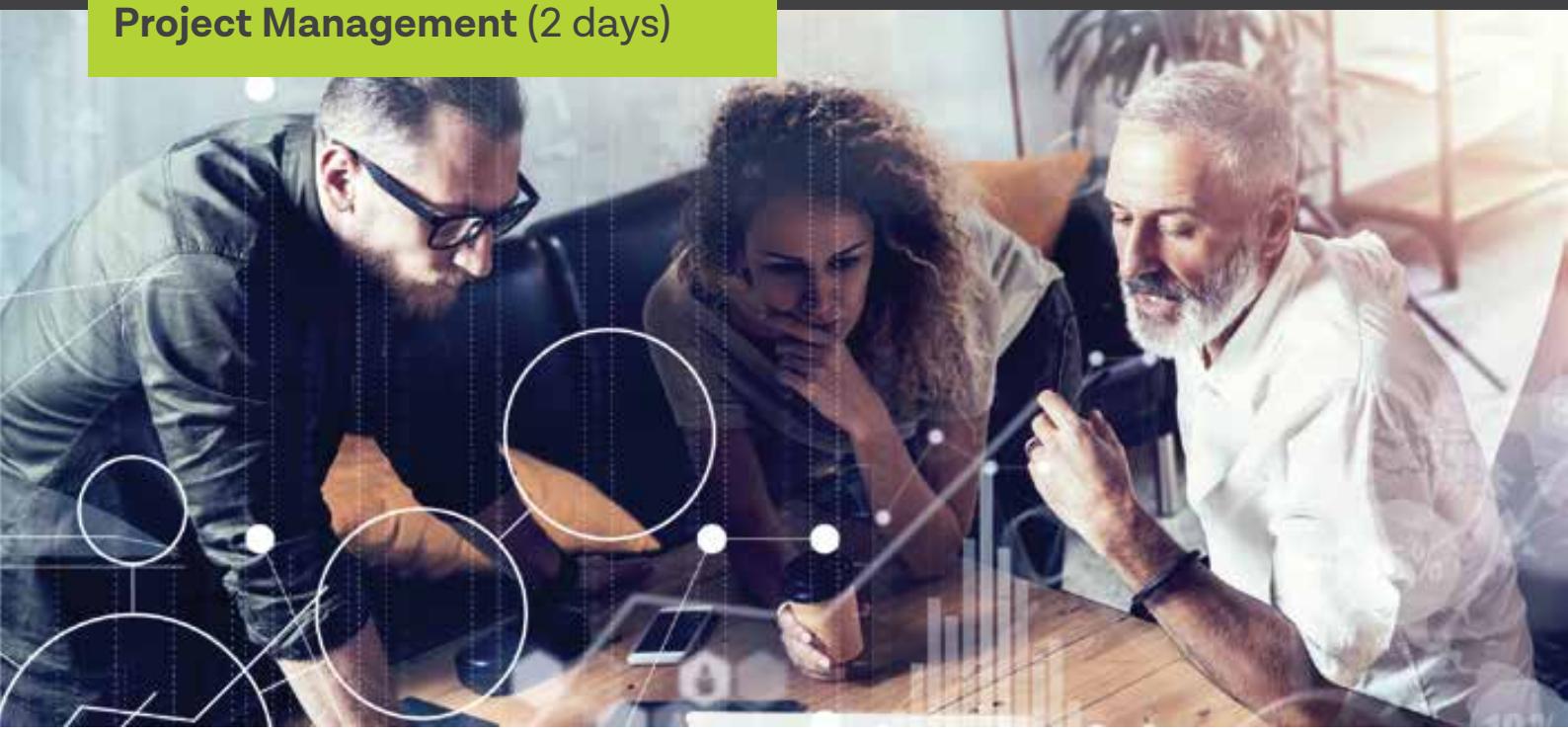
Get Trained, Get Hired
(1 day)

Target group:
Students and young professionals.

Program:
• Recruitment process
• CV creation
• Getting ready for the interview
• Types of interview
• Assessment tools
• FAQ

Occupational Health and Safety Trainings (3 hours)

OHS Awareness

Target group:

All employees, since this is an obligatory training according to local Labor Legislation.

Program:

First Aid
- Assessing the Scene & Emergency Response
- Injury Assessment
- CPR
- Choking
- Heart Attack
- Stroke
- Bleeding

Basic Fire Fighting
- Theory of fire
- How fire spreads
- Classes of fire
- Types of extinguishers
- Using of extinguishers
- Assembly point
- Evacuation ways
- Fires on the workplaces
- Fire drills
- Fire in automobiles
- Safety steps during fire fighting

First Aid

Target audience:
Anyone wishing to get information on rules and technics of first aid.

Program:
- Assessing the Scene & Emergency Response
- Injury Assessment
- CPR
- Choking
- Heart Attack
- Stroke
- Bleeding

Firefighting

Target audience:
Anyone wishing to get information on basic firefighting.

Program:
- Theory of fire
- How fire spreads
- Classes of fire
- Types of extinguishers
- Using of extinguishers
- Assembly point
- Evacuation ways
- Fires on the workplaces
- Fire drills
- Fire in automobiles
- Safety steps during fire fighting

Defensive Driving

Target audience:
Users of company vehicles.

Program:
- Basic theory
- Statistic
- Fundamental rules of defensive driving
- Steering the wheel (practical lesson)
- First aid in the event of a road traffic accident
- Extinguishing fire in a car
- Driving in the city (practical lesson and exam)
- Test

Impactful Presentation Skills (2 days)

Target group:

This training course is perfect for those with experience of presenting who want to improve their communication delivery style and the impact of their presentations. It is also suitable for delegates who need to deliver presentations internally or externally to clients.

Program:

• Definition and forming of presentation components
• Forming of preparation structure of presentation
• Video shooting of short presentations
• Non-verbal communication methods
• Video recordings analysis
• Auditorium and creation of communication
• Difficult participants. Working mechanism with such participants

Target group:

This training is oriented only on individuals who would like to develop the necessary skills and techniques required to achieve successful negotiations and the ones who want to learn to negotiate effectively and maintain a strong ongoing relationship with the other party.

Program:

- Effective negotiator's communication skills — forming an idea about communicative skills of effective negotiator
- Cooperation oriented negotiation — developing an attitude to cooperation during negotiating inside the company
- Beginning of negotiations — development of "getting into contact effectively" and "diagnostics of positions and interests of the partner during negotiations" competencies
- Discussion and argumentation during negotiations — formation of participants' argumentation skills
- Coming to agreement and compromise end of negotiations — mastering basic strategies of coming to agreement in negotiations and ways of effective ending

Successful Negotiations
(2 days)

Stress Management
(1 day)

Target group:

The "Stress Management" course is aimed at anyone — from administrative employees up to general managers — who wants to deal with stress in a more efficient and productive way.

Program:

Training includes strategies and techniques of stress management, dissociation, meditations, and reactions on stress topics. It includes:
• Definition of stress
• Primitive and modern stress
• Reaction on stress
• Features and consequences of stress
• Basics of physiological self-regulation
• Emotional and intellectual self-regulation

Managing Time Effectively (1 day)

Target group:

Individuals who want to develop or refresh their time management skills. Learn invaluable time management skills to manage time more effectively, including how to plan activities and get tasks done in a smarter manner, both at work and at home.

Program:

This course explores how to recognize priorities and effectively plan and schedule your workload. Training includes strategies for coping with common timewasters and interruptions as well as a wide array of time saving techniques for the individual.

Conflict Resolution (1 day)

Hədəf qrupu:

The training is relevant for a very wide group of people, since conflicts are possible and/or inevitable in every type of teams. Knowledge gained in this training will help you to recognize and manage possible conflicts.

Program:

• Basics — what we need to know about conflict / typology of conflict
• Communication in anti-conflict situations
• Negotiations as a method of conflict resolution
• Mediation in conflict
• Conflict behavior strategies
• Definition of individual development needs

The teaching body of Azercell Academy — trainers, consultants, coaches and mentors

We started as corporate university for our employees. We trained them, enhanced their knowledge in different areas. Together with employees we developed our trainers.

Azercell Academy's "Internal Training Process" is formed by developing trainer abilities of Azercell employees who are experts in their respective field. More than 40 trainers contribute to realization of total training by 90% satisfaction rate. All trainers, consultants, coaches and mentors are accredited by Azercell Academy in order to ensure high competence level and standardize internal training process. This also enables employees to deliver and design development activities both to cover internal need and contribute to society.

All participants are provided with specialized Azercell Academy certificates.

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