



SOP for Center
Performance

Complete SOP (Standard Operating Procedure) for Operating a Technoglobe IT Training Center:

I. Admission and Enrollment

- 1. Student Inquiry:** Receive and respond to student inquiries via phone, email, or in-person. Caller should listen many times the mock calls to leads that are available at HO. Caller should have good knowledge of calling & he/she should make sure to turn 15% to 20% leads to walkins. Telecallers should use Caller CRM for calling students. Callers CRM will be provided by HO or can be purchased directly from vendor. Students Leads will be sent through online panel i.e Technoglobe CRM.
- 2. Counseling:** Counselor should be well trained by Head Office of Technoglobe & have gone through mock video sessions send by Head Office. Counselor should Provide detailed information about courses, fees, and career prospects to all walkins. Counselor should make sure that conversion ratio from walkin to Admission never goes lesser then 35%. Counselor should enter all walkins on Technoglobe CRM. Demo class is to be offered to any student who seems to be potential. After demo class try to close enquiry by taking Registration amount of 2k.

3. **Registration:** Register students and collect required documents (ID proof, qualifications, etc.). Registration form should be complete in all respects especially installments should be properly made & form should be signed by student.
4. **Fee Payment:** Collect course fees and provide receipts through Technoglobe CRM.

II. Class Scheduling and Management

1. **Class Scheduling:** Create and manage class schedules for students.
2. **Trainer Allocation:** Assign qualified trainers to each class.
3. **Classroom Preparation:** Ensure classrooms are equipped with necessary hardware, software, proper cooling and materials.
4. **Attendance Tracking:** Monitor and record student attendance.

III. Training and Delivery

1. **Course Curriculum:** Classes should be provided as per the syllabuses provided by Academic department of Technoglobe. Also make sure to provide PD Classes to students on regular basis.
2. **Trainer Training:** Trainers should get up skilling training from senior Trainers of Technoglobe H.O.
3. **Lesson Planning:** Ensure trainers prepare and deliver structured lessons with complete Practical knowledge. Trainers should take Assessment of students on regular basis.
4. **Student Progress Monitoring:** Regularly assess student progress and provide feedback. Keep record of students process through course progress form.

IV. Assessment and Certification

1. **Assessment Planning:** Develop and administer assessments to evaluate student learning. If student clears the Assessment then proceed for certification process.
2. **Certification:** Award certificates to students upon successful completion of courses.
3. **Feedback Collection:** Gather feedback from students to improve training quality. Also take positive feedback on Google page from students.

V. Placement Support

1. **Placement Support:** Provide support to every student in Placement. Student should be asked to join Placements group of Head office where every day new vacancies are posted. Which ever vacancy matches the students qualification & skills, student can apply on that & can coordinate with Placement officer for further process.
2. **Counselor** should make sure that students take part in interviews offered to them by Placement department of HO failing which no further opportunities will be given to them.
3. **Placement Policy:** Every student who successfully completes the training, who paid full fees on time & attended PD sessions will be provided multiple interviews in companies matching his/her qualification & skills.

VI. Marketing and Promotion

1. **Marketing Strategy:** Develop and implement marketing strategies to attract new students. Take best utilisation of Just Dial leads
2. **Promotional Activities:** Organize promotional activities, such as workshops, seminars, and events.
3. **Promoter Working** Distribute pamphlets at nearby areas through promoter. Identify areas where public gathering is there.
4. **Student References** This is one of the major source of admissions so get best outcome of References from students. Offer them some incentives on bringing other students.

This SOP provides a comprehensive framework for managing a Technoglobe IT training center. By following these procedures, you can ensure efficient operations, high-quality training, and excellent customer service.