ICMI™
International Customer
Management Institute

Customer Service
& Management
Training Courses

June - September 2011

**Comprehensive Training Solutions
to Fit Your Schedule and Budget.**

In-Person and Online

$

**Register by 9/1 with promo code SUMMER2011
and save 10% on any in-person training course!**

*Not combinable with other promotions.

icmi.com/training | 1.800.672.6177

UBM
Live

Through a robust offering of training opportunities, ICMI provides contact center professionals —from frontline agents to executives—with skills to improve service levels, increase employee engagement and raise the overall value of the contact center within their organization.

Since 1985, we've been privileged to have worked with over 100,000 call center professionals worldwide to deliver a comprehensive set of training options and educational resources created to offer maximum ROI for attendees and their organizations. As an organization dedicated exclusively to contact center education, ICMI is at the forefront of industry changes and trends. This dedication allows us to continually offer the most current and cutting-edge training available.

We have provided training for well-known companies such as:

- American Airlines
- Ford Motor
- Procter & Gamble
- Blue Cross/Blue Shield
- Harley Davidson
- Wyndham Vacations
- Capitol One
- Metlife
- Many more!

Four Training Methods
Choose the One (or More) That Best Fits Your Needs!

Classroom
Interactive, in-person learning environment – stand-alone courses and multi-course Symposiums.

Virtual Classroom
Live, instructor-led training delivered over the Internet via web conferencing technologies.

Virtual On-Demand
Recordings of live virtual classroom courses, viewable at your convenience.

Client Site
Training on-site at your facility. Allows customization, and eliminates travel costs.

ICMI Offers Government Discounts

GSA Contract Holder
Contract GS02F0128X

For special government rates call 1.800.672.6177.

Workforce Management Boot Camp

Register at icmi.com/wfmbootcamp

$2,995

A comprehensive, four-day workshop that integrates all aspects of workforce management to provide the precise, start-to-finish skills that will improve accuracy, efficiency, increase employee and customer satisfaction, and consistently meet service levels.

Learn how to:

Understand the basic WFM statistics / Examine a variety of forecasting models and determine what works best for you / Provide more value through reporting and data administration / Create long term staffing plans

Please note: For this intensive hands-on workshop, a basic understanding of Excel is required.

Dates and Locations

July 12-15 .... Seattle, WA

July 26-29 .... Washington D.C. Symposium

> *Workforce Management Boot Camp is essential for anyone managing a call center environment. It is a one-stop shop for what you need to hit the ground running in call center management.*

Jennifer Rocco – Customer Contact Center Manager, California State Controller's Office

Essential Skills and Knowledge for Effective Contact Center Management

Register at icmi.com/essential

$1,695

This two-day course is an intensive and effective training program guaranteed to provide practical, proven strategies and the performance reporting tools necessary to make real, lasting, bottom-line financial impact.

Learn how to:

Create an effective planning process / Reduce call center costs and improve your bottom line / Meet service levels consistently and measurably / Forecast workload and create schedules

Dates and Locations

June 28-29 .... Boston, MA

July 12-13 .... Seattle, WA

July 26-27 .... Washington D.C. Symposium

August 30-31 .... Atlanta, GA

Sept. 13-14 .... San Diego, CA

> *Essential Skills and Knowledge for Effective Contact Center Management provides you (with) the knowledge and tools to wow your boss when you implement what you have learned. Thank you ICMI.*

Kelly Montieth – Customer Service Resource Analyst, Sea Star Line
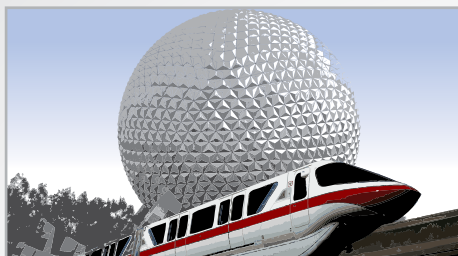
Register online at icmi.com/Symposiums, or call 1.800.672.6177.

Upcoming Symposium Locations

Washington D.C.
July 26-29

Orlando, FL
November 15-18

Affordable, In-Depth, Multi-Topic Call Center Training – All in One Place, All at One Time

ICMI Training Symposiums offer an in-depth, multi-topic contact center education – all in one place, all at one time. Choose from all-inclusive, value-priced packages allowing you to mix and match from numerous course options, combined with multiple networking opportunities.

Event Highlights

- Attend training courses that are ONLY available at Symposiums
- Multiple options available over the course of four days.
- Exceptional group discounts make it affordable to bring your entire team.
- Unsurpassed education combined with peer-to-peer networking.
- Minimize travel and time away from your center - while maximizing return.

A selection of the following courses will be offered at each Symposium:

Advancing Contact Center Quality Through Monitoring and Coaching

Contact Center Coaching

Essential Skills and Knowledge

Mastering Contact Center Financials

Measuring Contact Center Effectiveness

Essential Principles of People Management **New Course!**

Smart Strategy=Strong Leadership

Workforce Management Boot Camp

An array of options without leaving your location.

More and more companies are realizing the value of bringing training on-site. This flexible and cost effective option allows you to affordably train as many or as few employees as you'd like, while customizing to your organization's needs. There are no participant travel expenses, and programs are delivered when and where you want them.

Benefits of client-site training

Quality

Hands-on, top-notch training from ICMI instructors using the same top training curriculums as in our classroom training courses.

Convenience

You choose the dates that are most convenient for you to hold training at your workplace.

Customization

A focus on what's relevant to your organization and industry.

Cost

Per-student cost ranges from $525-$2650, and is dependent upon the number of training days provided (between 1 and 4) and number of students participating in the course.

For a full list and descriptions of available courses, visit
icmi.com/clientsite

Client-Site Courses are offered for the following levels/areas:

Agent Training

Supervisor Training

Manager Courses

Manager/Director Courses

Workforce Management

For further information
Contact Amanda Mae Miller at **785.393.0379** or **amiller@icmi.com**.

Virtual Classroom Courses — Online Education Without Leaving Your Office

Register at icmi.com/virtualclassroom — Space is Limited!

ICMI's virtual classroom delivery is a great solution for obtaining new or additional contact center training. Facilitated by veteran faculty members, our courses allow busy professionals not only to learn, but to actively participate in discussion and exercises without leaving their offices.

Each course provides attendees with takeaway items including:

- Printable Course Slides
- Relevant Templates
- Case Studies
- Current Handouts and Spreadsheets

Upcoming Courses Dates

June

Contact Center Management: Developing Supervisors Who Lead	6/10
Understanding ACD Data: What You Need to Know and Why	6/24

July

Contact Center Metrics: What Metrics Matter and Why	7/15
Contact Center Metrics: Building Reports and Communicating their Meaning	7/22

August

Leading Practices in IVR Design: Turn Your IVR from a Liability to an Asset	8/12
Principles of Effective Contact Center Management (2-part Series)	8/25 & 9/1

September

Designing a Contact Center Incentive Program that Drives Results	9/16
Contact Center Basics: An Agents Role in Contact Center Success	9/20
Do-It-Yourself Workforce Management: For Small Centers Without the Fancy Software	9/27

October

Contact Center Stress Management: Signs, Symptoms, and Solutions	10/7
Contact Center Monitoring: Designing a Program that Achieves Results	10/21
Contact Center Monitoring: Setting Agent Performance Targets	10/28

> *I was very impressed with the information presented and the value I feel it will have on my organization. I would highly recommend.*

Stacy McCue – Director, Customer Support, EZ Shield Identity Protection

With Virtual OnDemand Training Courses, top contact center training is only a click away. Best of all, because these self-paced courses are delivered online, staff can take them virtually anytime, anywhere. *No scheduling. No waiting.*

Choose from courses that include:

Contact Center Agent Coaching: Addressing Challenges in Agent Development

Contact Center Agent Coaching: Improving Performance Through Effective Coaching

Contact Center Agent Coaching: Inspiring Employees Through Positive Feedback

Contact Center Agent Training: Managing Difficult Customers

Contact Center Basics: An Agent's Role in Contact Center Success

Contact Center Culture: Motivation Through Collaboration

Contact Center Forecasting: Effective Tactics and Tools

Contact Center Forecasting: Improving Accuracy

Contact Center Forecasting: The Fundamentals of Success

Adding Sales to a Service Environment

Contact Center Metrics: Building Reports and Communicating their Meaning

Contact Center Metrics: What Metrics Matter and Why

Contact Center Monitoring: Creating Effective Monitoring Forms

Contact Center Monitoring: Designing a Program that Achieves Results

Contact Center Monitoring: Setting Agent Performance Targets

Contact Center Operations: An Introduction to Seven Fundamentals

Contact Center Real-Time Management: Effectively Meet Goals

Contact Center Staffing and Scheduling: Building a Long-Term Model

Contact Center Staffing and Scheduling: Group Design and Other Considerations

Contact Center Staffing and Scheduling: Implementing Best Practices

Contact Center Staffing: Absenteeism and Adherence

Contact Center Staffing: Escaping the Costly Cycle of Turnover

Contact Center Stress Management: Signs, Symptoms, and Solutions

Contact Center Training: Designing Effective Training for Agents

Do-It-Yourself Workforce Management: For Small Contact Centers Without the Fancy Software

Optimizing Your Contact Center Resources 2-Part Series

Principles of Effective Contact Center Management

Principios de la Gestión Efectiva del Contact Center (Spanish Version)

Small Contact Centers: Forecasting and Scheduling

Small Contact Centers: Measuring and Improving Performance

NEW

OnDemand All Access Pass

Learn more at icmi.com/ondemandpass

Conveniently train everyone in your contact center for one flat rate.

Price: $5,000 for Small-Medium Call Centers (< 250 FTEs)

Finally, you can provide crucial staff development without breaking your budget or worrying about pirated training. ICMI's simplified training model for busy managers allows you to purchase one annual All Access Pass to ICMI OnDemand courses and every person in your organization can take one, two, or all 28 included on-demand courses.