

ICMI

Contact Center Training

July-December 2009

Improve Contact Center Operations

Empower Contact Center Employees

Increase Customer Loyalty



icmi.com/training | 800.672.6177

ICMI Training & Certification

Application-oriented training that will transform the way your contact center operates.

ICMI training allows you to *improve service levels, increase employee engagement, and raise the overall value* of the contact center in your organization.

Schedule-at-a-Glance

COURSE NAME	JULY	AUGUST
Essential Skills and Knowledge	21-22 Denver, CO	4-5 Seattle, WA 18-19 Calgary, AB 18-19 Arlington, VA
Monitoring and Coaching	21-22 Denver, CO	20-21 Calgary, AB 18-19 Arlington, VA
Smart Strategy = Strong Leadership	21-22 Denver, CO	4-5 Seattle, WA 25-26 Burlington, MA
Managing Sales in Contact Centers		
The Workforce Management Boot Camp		25-28 Burlington, MA
Contact Center Coaching	23 Denver, CO	
Measuring Contact Center Effectiveness	23 Denver, CO	20 Arlington, VA
Contact Center Agent Training: Essential Skills and Knowledge		
Contact Center Agent Training: Managing Difficult Customers		20 Virtual Classroom
Contact Center Coaching	7, 14, 21 Virtual Classroom	
Contact Center Culture: Motivation through Collaboration		11 Virtual Classroom
Contact Center Forecasting: Improving Accuracy		7, 14, & 21 Virtual Classroom
Contact Center Hiring: Techniques and Tools	28 & 29 Virtual Classroom	
Contact Center Metrics: Making Sense of Measuring and Reporting		
Contact Center Monitoring	10, 17, & 24 Virtual Classroom	
Contact Center Operations: Seven Critical Issues	15 Virtual Classroom	
Contact Center Real-Time Management: Effectively Meet Goals		
Contact Center Staffing and Scheduling: Design and Implementation		
Contact Center Staffing: Absenteeism and Adherence		
Contact Center Stress Management: Signs, Symptoms, and Solutions	23 Virtual Classroom	
Contact Center Training: Designing a Plan for Agent Effectiveness		13 Virtual Classroom
Contact Center Training: Developing Supervisors Who Lead	30 Virtual Classroom	
Designing a Contact Center Incentives Program		
Improving Your Customer Experience		18 Virtual Classroom
It's All About the Customer		
Leading Practices in IVR		
Optimizing Your Resources	8 & 15 Virtual Classroom	
Principles of Effective Contact Center Management		
Small Call Centers		
Supervising Your Team to Success		
Top 10 Reasons IVRs Fail		
Understanding ACD Data	22 Virtual Classroom	

Who should attend ICMI training?

All contact center professionals—from frontline agents to executives—who want to improve their current positions and advance their careers through industry—leading training and certification.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
22-23 Dallas, TX	20-21 Chicago, IL	10-11 Toronto, ON 17-18 Orlando, FL	8-9 San Diego, CA
24-25 Dallas, TX		12-13 Toronto, ON 17-18 Orlando, FL	
		17-18 Orlando, FL	8-9 San Diego, CA
15-16 Baltimore, MD			
	20-23 Chicago, IL	17-20 Orlando, FL	
	5 Las Vegas, NV	19 Orlando, FL	
	5 Las Vegas, NV	19 Orlando, FL	
9 Virtual Classroom			
23 & 30 Virtual Classroom			
		6 & 13 Virtual Classroom	
	22 Virtual Classroom		
		12 Virtual Classroom	
8, 15, & 22 Virtual Classroom			
	28 Virtual Classroom		
	20 Virtual Classroom		
	14 Virtual Classroom		
	2 Virtual Classroom		
		19 Virtual Classroom	
11 & 18 Virtual Classroom			
17 & 24 Virtual Classroom			
15 & 22 Virtual Classroom			
3 Virtual Classroom			
8 Virtual Classroom			

View a full line-up of courses, dates, and locations by going to icmi.com/training

Essential Skills and Knowledge for Effective Contact Center Management

ICMI Member: \$1,395 | Non-member: \$1,495

This two-day course will teach you fundamental principles of call center dynamics; how to improve quality and efficiency; and how to communicate the value of the contact center to all levels within the organization.

Course Topics Include:

- Service Level & Response Time
- Forecasting Workload
- Staffing
- Real-time Management

Upcoming Dates & Locations:

July 21-22 Denver, CO **Oct. 20-21** Chicago, IL
Aug. 4-5 Seattle, WA **Nov. 10-11** Toronto, ON
Aug. 18-19 Calgary, AB **Nov. 17-18** Orlando, FL
Aug. 18-19 Arlington, VA **Dec. 8-9** San Diego, CA
Sept. 22-23 Dallas, TX

[Register at icmi.com/essential](https://icmi.com/essential)

Essential Skills and Knowledge for Supervisors

ICMI Member: \$795 | Non-member: \$895

This one-day course teaches fundamental principles of the contact center's unique operating environment with general leadership and coaching skills to contact center supervisors through curriculum that is specifically suited to them.

Course Topics Include:

- Service Level & Response Time
- Key Performance Indicators
- Staffing
- Real-time Management



This course is a 'must' for anyone who cares about their customers, staff and the quality of their call centers."

— Jacqueline Davis, Essex Dental Benefits

[Register at icmi.com/supervisor](https://icmi.com/supervisor)

Monitoring and Coaching for Improved Contact Center Performance

ICMI Member: \$1,395 | Non-member: \$1,495

This two-day course allows you to design a monitoring process that increases quality and lowers operational expenses. Receive the tools and the know-how you need to design an approach that's tailored to your budget, your culture, and your business objectives.

Course Topics Include:

- Individual Performance Standards
- Monitoring Processes
- Rating and Scoring Systems
- Monitoring Data

Upcoming Dates & Locations:

July 21-22 Denver, CO	Sept. 24-25 Dallas, TX
Aug. 18-19 ... Arlington, VA	Nov. 12-13 Toronto, ON
Aug. 20-21 Calgary, AB	Nov. 17-18 Orlando, FL

[Register at icmi.com/monitoring](http://icmi.com/monitoring)

Monitoring and Coaching for Supervisors

ICMI Member: \$1,395 | Non-member: \$1,495

This two-day course allows supervisors to understand the purpose and objectives of monitoring and coaching, as well as the most up-to-date methods and best practices in the industry.

Course Topics Include:

- Individual Performance Standards
- Monitoring Processes
- Rating and Scoring Systems
- Monitoring Data



Easily the best course on this subject I've attended. Fantastic. Content [was] exactly what we needed."

— Debbie Dawson, Team Coach,
Office of Employment Advocate

[Register at icmi.com/teamleadership](http://icmi.com/teamleadership)

Smart Strategy = Strong Leadership: An Executive Workshop on Contact Center Strategic Planning

ICMI Member: \$1,795 | Non-member: \$1,895

This two-day, executive-level course will impart information, insight, and direction necessary to lead changes in your contact center driven by today's multi-channel environment. Transform your sales and service delivery systems to conquer new competitive challenges and develop direction and priorities for your contact center to improve return on investment.

Course Topics Include:

- Customer Access Strategies
- Multiple Customer Contact Channels
- Contact Center ROI
- Contact Center Success Stories

Upcoming Dates & Locations:

July 21-22 Denver, CO **Nov. 17-18** Orlando, FL
Aug. 4-5 Seattle, WA **Dec. 8-9** San Diego, CA
Aug. 25-26 . . . Burlington, MA

[Register at icmi.com/leadership](https://icmi.com/leadership)

Managing Sales in Contact Centers: Boost Revenues in a Sales or Service/Sales Environment

ICMI Member: \$1,395 | Non-member: \$1,495

During this two-day course, learn how to create an environment that is conducive to selling—one that is self-sustaining, even with changes in product and personnel. Participants will be taught how leading centers are using proven practices to create significant value for their organization.

Course Topics Include:

- Sales Channel Strategies
- Sales Key Performance Indicators
- Training and Coaching
- Employee Retention

Upcoming Dates & Locations:

Sept. 15-16 . . . Baltimore, MD

[Register at icmi.com/sales](https://icmi.com/sales)

Workforce Management: The Basics and Beyond

ICMI Member: \$1,395 | Non-member: \$1,495

During this two-day course learn how to build on basic concepts to create a planning culture that drives consistently improved performance while bringing workforce management principles to life. Leave this course with a plan to “react in advance” and account for the impact of advanced routing schemes.

Course Topics Include:

- Real-time Management
- Forecasting Workload
- Scheduling Best Practices
- Reporting and Data Administration



Great course and instructor. I will be able to use this knowledge back in the workplace.”

— Chad Richmond, Operations Analyst, Bandag

Register at icmi.com/workforce

The Workforce Management Boot Camp

ICMI Member: \$2,795 | Non-member: \$2,895

This hands-on workshop not only teaches you proven techniques to improve forecasting and scheduling, but allows you to practice those techniques using your contact center data with input from expert instructors. Leave this four-day workshop with a laptop full of true-to-life examples.

Course Topics Include:

- Real-time Management
- Forecasting Workload
- Scheduling Best Practices
- Reporting and Data Administration

Upcoming Dates & Locations:

Aug. 25-28 . Burlington, MA **Nov. 17-20** Orlando, FL
Oct. 20-23 Chicago, IL

Register at icmi.com/wfmbootcamp

Measuring Contact Center Effectiveness

ICMI Member: \$845 | Non-member: \$945

Attend this one-day course to understand metrics and determine which measurements are right for your call center. Move beyond simple benchmarks to discover and resolve the true problems your metrics are reporting.

Course Topics Include:

- Quality
- Efficiency
- Accessibility
- Strategic Impact

Upcoming Dates & Locations:

July 23 Denver, CO **Oct. 5** Las Vegas, NV
Aug. 20 Arlington, VA **Nov. 19** Orlando, FL

[Register at icmi.com/metrics](https://icmi.com/metrics)

Contact Center Coaching: A Practical Approach to Getting Results

ICMI Member: \$845 | Non-member: \$945

This one-day course focuses on the hands-on, practical aspects of coaching. Participants have the opportunity to implement a proven coaching model, build confidence through practice scenarios, and tackle a wide variety of tough coaching challenges.

Course Topics Include:

- The Role of the Coach
- Coaching Tools & Techniques
- The SAFE Model
- Coaching Culture

Upcoming Dates & Locations:

July 23 Denver, CO **Nov. 19** Orlando, FL
Oct. 5 Las Vegas, NV

[Register at icmi.com/coaching](https://icmi.com/coaching)

Essential Principles of People Management

ICMI Member: \$1,395 | Non-member: \$1,495

This two-day course will teach supervisors skills in interviewing and hiring, motivating and retaining, plus, key principles in managing people effectively.

Course Topics Include:

- Interviewing and On-boarding
- Motivation and Retention
- Time Management
- Stress and Change Management



ICMI is a committed group of professionals. Their strength lies in aggregating the knowledge of actual practitioners and experts and funneling that to other professionals."

— Rakesh Bhambani, Supportscape

[Register at icmi.com/peoplemanagement](https://icmi.com/peoplemanagement)

ICMI Client Site Training

ICMI...

- Can present any of our training courses on-site at your organization
- Offers five modules of agent training
- Creates customized training for all roles of the contact center

[View a full line-up of client site training solutions at icmi.com/clientsitetraining](https://icmi.com/clientsitetraining)



Let us bring the training to *your* desktop

Live, instructor-led training is available to help you and your team train on your time. No travel time or investment needed. Courses are offered in one to three day sessions.

Operations

- Contact Center Forecasting: Improving Accuracy
- Contact Center Metrics: Making Sense of Measuring & Reporting
- Contact Center Operations: Seven Critical Issues
- Contact Center Real-Time Management: Effectively Meet Goals
- Improving Your Customer Experience
- Optimizing Your Resources
- Principles of Effective CC Management
- CIAC Operations Management – CIAC Management Certification

People

- Contact Center Agent Training: Essential Skills and Knowledge
- Contact Center Agent Training: Managing Difficult Customers
- Contact Center Coaching
- Contact Center Culture: Motivation through Collaboration
- Contact Center Hiring: Techniques and Tools
- Contact Center Monitoring
- Contact Center Staffing and Scheduling: Design and Implementation
- Contact Center Staffing: Absenteeism and Adherence
- Contact Center Stress Management: Signs, Symptoms, and Solutions
- Contact Center Training: Developing Supervisors Who Lead
- It's All About the Customer
- Supervising Your Team to Success
- CIAC People Management – CIAC Management Certification

Strategy

- Contact Center Training: Designing a Plan for Agent Effectiveness
- Designing a Contact Center Incentives Program
- Small Call Centers
- CIAC Leadership and Business Management – CIAC Management Certification
- CIAC Customer Relationship Management – CIAC Management Certification

Technology

- Leading Practices in IVR
- Top 10 Reasons IVRs Fail
- Understanding ACD Data

Courses start at \$295

ICMI Agent Training

Program of Excellence in Frontline Customer Service

Equip your frontline reps to exceed customer expectations and enhance employee satisfaction and retention as they better understand their contribution to the organization. ICMI can deliver the program directly to your representatives or we can train your staff to deliver the program on an ongoing basis.

Mix and Match the units below to build the perfect agent training program.

- The Dynamic Call Center
- Managing Customer Contacts with Quality
- It's All About the Customer
- Managing Difficult Customer Contacts
- Connecting with Customers through Email
- Proven Inbound Sales Techniques

Visit icmi.com/agent for more information

ICMI Customer Service Representative

ICMI Member: \$345 | Non-member: \$395

This skills-building and certification course introduces the skills and techniques required to provide exceptional customer service and support. It is presented in a six-hour, self-paced online format so it can be taken anytime, anywhere. All you need is an Internet connection. The course can also be delivered at your contact center by a knowledgeable instructor.

Self-Paced Online Agent Training



Get Certified at icmi.com/csr



The variety and content of ICMI training is invaluable to taking your call center to the next level."

— Reye Kenney, Telecommunications Director, Hagerty Insurance

ICMI Symposium

Symposium Dates

July 21-23 – Denver, CO

Nov. 17-20 – Orlando, FL

Take advantage of ICMI training by attending an ICMI Symposium event.

The education and networking opportunities will help improve contact center efficiency, productivity, and customer satisfaction.

Symposium Training Courses

- Smart Strategy = Strong Leadership
- Essential Skills and Knowledge for Effective Contact Center Management
- Monitoring and Coaching for Improved Contact Center Performance
- The Workforce Management Boot Camp
- Measuring Contact Center Effectiveness
- Contact Center Coaching: A Practical Approach to Getting Results

Register at icmi.com/symposium



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