

Contact Center Coaching: A Practical Approach to Getting Results

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. Invest in your coaching and see the impact as customersatisfaction increases, employee turnover declines, and business results improve.

You'll learn ways to

- Build and leverage a coaching relationship with every employee
- Learn, practice and receive feedback using ICMI's proven coaching model
- Build a coaching culture in your contact center
- Reinforce desirable behaviors through praise
- Practice techniques to address difficult and sensitive coaching situations
- Adapt your coaching style to individual rep styles
- Coach all aspects of agent performance – adherence to schedule, productivity, accuracy, quality – that impact organizational success
- Determine your coaching return on investment

Who should attend?

Managers and Supervisors with coaching responsibilities..

Course price

Classroom: Interactive one-day course with your peers.

ICMI members: \$845.00 per person

Non-members: \$945.00 per person

On-site: A one-day course conducted at your location.

Call 800.672.6177 for pricing.

How to Register

Call: 800.672.6177

Visit: icmi.com/training

Course Outline

Unit 1: The Case for Coaching

- Defining Coaching
- What can coaching do
- Coaching return on investment

Unit 2: Your Role As A Coach

- The Basics
- The Role of a Coach
- Common Coaching Challenges

Unit 3: The Fundamentals: Praise and Correction

- Identifying Opportunities to Praise
- Praise as a Motivator
- Using Feedback to Correct Performance

Unit 4: Coaching Tools and Techniques

- A coaching process
- The SAFE coaching model
- Preparing to Coach Guidelines for the coach
- Preparing to Coach: Guidelines for the agent
- Difficult Coaching Situations

Unit 5: Take a Holistic Approach to Coaching

- Utilizing Coaching to:
- Develop Skills and Improve Performance
- Create a Positive Call center culture
- Obtain Agent buy-in
- Communicate Metrics
- Assist in Managing stress
- Discuss Career and Skill Paths

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI’s experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization’s respected lineup of professional services including membership, training, consulting, events, and the knowledge center.