

Contact Center Forecasting: Improving Accuracy



“The variety and content of the ICMI seminars are invaluable to taking your call center to the next level.”

*Reye Kenney
Telecommunications Director,
Hagerty Insurance*

COURSE PRICE

Virtual Classroom Course

\$699 per person

Live, virtual four hour course.

On-Demand Download

\$599 per person

Access course recording for 9 days.

REGISTER

icmi.com/training

A proven, real-world approach to forecasting that will help you develop accurate workload predictions that will keep you meeting your service level objectives.

The most critical step in the workforce management process is the first one: forecasting call center workload. Without a solid forecast in place, the best staffing designs and schedule plans just aren't relevant. Through ICMI's three-part *Call Center Forecasting: Improving Accuracy* virtual classroom course, you'll develop a working knowledge of these specialized statistical techniques to improve forecasting accuracy and help you consistently meet service levels.

Part one of the course starts with how the accuracy of your forecast affects the workforce plan and the elements of an effective forecast. From there you'll cover the five major steps that will help you succeed in forecasting. You'll learn where to start analyzing to conduct a complete workload analysis and using worksheets and formulas, break down a forecast into easy-to-understand segments.

Part two of the course covers forecasting with greater accuracy. Using case studies, you'll learn how even a small degree of variance can affect your service level. You'll explore the ways to measure your accuracy to avoid swings in service levels. Finally, you'll learn the six steps to a better AHT forecast.

In part three, you'll examine the three main statistical forecast approaches along with the benefits and drawbacks of each. You'll also cover the forecasting tools you can use to help you become more efficient. And finally, you'll uncover the best-kept secrets to forecasting that will keep your forecasts accurate and dependable.

Designed for managers, supervisors, and analysts who are responsible for workforce management who want to refine and build essential forecasting skills including:

- Understanding the importance of forecasting to the call center planning and the consequences of inaccuracy.
- Learning the proper techniques of data gathering and analysis.
- Examining the varied approaches to forecasting practiced by most contact centers.
- Developing a working knowledge of the time-series analysis.
- Calculating trend rates and identifying seasonal patterns.

SALES CONTACT

Amanda Mae Miller
ICMI Account Manager
amiller@icmi.com
516.562.5138

COURSE OUTLINE

Part 1: The Fundamentals of Success

Unit 1: Key Measurements for Forecast Accuracy

- ▶ What is Forecasting?
- ▶ Why is it Important?
- ▶ Who Needs to be Involved?
- ▶ How is it Done?
- ▶ How Can We Measure Success?
- ▶ Investigate Areas that Require Continuous Improvement

Part 2: Forecasting with Greater Accuracy

- ▶ How to Measure, Minimize and Account for Variance
- ▶ How to Use Carryover Forecasting Techniques
- ▶ Ways to Generate More Accurate AHT Forecasts
- ▶ Ways to Better “Clean the Data” to Improve Forecast Accuracy

Part 3: Forecasting Approaches and Tools

Unit 1: Forecasting Approaches

- ▶ How to Use Historical Forecasting Well
- ▶ When Driver-Based Forecasting is Appropriate and How to Use it
- ▶ The Advantages and Disadvantages of Event-Driven Forecasting

Unit 2: Forecasting Tools

Unit 3: Software that Can Increase your Forecast Accuracy

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 training, consulting, events, and information resources.