

Contact Center Technology: What Works, What's New, What Drives Results

Both contact center and IT leaders will benefit from this clear presentation of the technology challenges and opportunities in contact centers today. The course addresses the complete range of technologies in terms all technology and business leaders can understand while embracing the topic's full level of complexity. Attendees walk away with a complete understanding of the technology landscape—that they can immediately apply.

You'll learn ways to

- Improve operations with essential and advanced solutions:
- Routing options for inbound and outbound, single site and multisite
- Performance management tools, including analytics and scorecards
- CTI applications
- Customer relationship management and knowledge management tools
- Self-service capabilities, including speech recognition
- Migrate to voice over IP and server-based infrastructure options
- Develop a technology-enabled customer contact strategy
- Find the right vendors to meet your needs
- Build integrated solutions to support a best-in-class contact center

Who should attend?

Executives and Managers responsible for customer service and sales technology.

“This course exceeded my expectations. The knowledge I have gained is vital to being successful in my job.”

Lance Clanton,
Analyst, DFAS Cleveland

Course price

Classroom: Interactive two-day course with your peers.

ICMI members: \$1,395.00 per person

Non-members: \$1,495.00 per person

On-site: A two-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: Strategy as Context

- Strategic alignment model and examples
- Technology's role in the center
- Building a technology plan

Unit 2: Foundational Changes

- Transport - the shift from TDM to VoIP
- Applications - server-based applications for all media
- Architectures - standards, web, and distributed architectures
- What these changes mean for business

Unit 3: Routing

- Routing principles
- Routing options - basic to robust, single and multisite, voice and other media
- Routing support for business continuity and disaster recovery
- Outbound calling

Unit 4: Performance Management Tools

- Core reporting tools
- Performance optimization and analytics
- Workforce management
- Quality monitoring and logging

Unit 5: Desktop, Business Applications and Data

- Desktop client
- CTI applications
- Customer Relationship Management (CRM)
- Knowledge Management
- Integration

Unit 6: Self service

- Options and capabilities
- Self service strategy - Web, IVR, and Speech
- Voice response architectures - touchtone, speech, and VoiceXML
- Integration

Unit 7: Applying Technology in Your Center

- Business cases
- Business cases
- Finding the best vendor partners
- Successful implementation

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.