

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



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

*Lance Clanton
Analyst,
DFAS Cleveland*

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Demystify contact center technologies.

Today's innovations can help you to enhance customer value, control—even reduce—costs, meet customer expectations and handle increasing customer contact workloads. Yet they pose a complex challenge for anyone trying to evaluate current and future technology needs.

Through ICMI's **Contact Center Technology: Hot Topics** course, led and developed by Strategic Contact, Inc, you'll gain vendor-neutral insight into the business impact of technologies used to solve today's business problems – and those ahead. You'll cover the technologies every center needs and the innovations that are changing the landscape.

You will learn practical information about today's technology that will "arm you for the discussion" with your contact center or IT counterparts, as well as vendors. Most importantly, you'll leave the session ready to tackle your own projects successfully. You'll walk away with a complete understanding of the technology landscape—that you can immediately apply.

Designed for operational managers and IT support staff who want a deeper understanding of contact center-specific technologies and need to:

- ▶ Learn more about the breadth of technology available for the contact center.
- ▶ Optimize technologies already in place to meet business needs.
- ▶ Explore and plan for new innovations that everyone will need in the future.
- ▶ Gain an understanding of the technology landscape that can be applied immediately.

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COURSE SLICK

Unit 1: Key changes in contact center technology and their impact

Unit 2: Sourcing strategies in today's market

- ▶ Buy vs. Build
- ▶ Premise or hosted
- ▶ Best of breed vs. suite

Unit 3: Infrastructure

- ▶ VoIP and SIP
- ▶ Home Agents
- ▶ Outsourcer integration
- ▶ Business continuity/disaster recovery

Unit 4: Multimedia routing (voice, email, text chat, fax, web calls, mobile)

- ▶ Routing options (including virtualization)
- ▶ Multimedia routing technology
- ▶ Outbound calling
- ▶ Workflow/process optimization

Unit 5: Performance tools

- ▶ Core reporting tools
- ▶ Performance optimization scorecards
- ▶ Data and speech analytics
- ▶ Quality monitoring and logging/call recording
- ▶ Workforce management
- ▶ Voice of the Customer and eLearning

Unit 6: IVR, including Speech-based self-service

- ▶ IVR including VoiceXML and CCXML
- ▶ Speech Recognition, Text-To-Speech, Voice Authentication

Unit 7: Data applications

- ▶ Customer Relationship Management (CRM)
- ▶ Knowledge Management and Self Service

Unit 8: Unified Communications and Web 2.0

- ▶ How UC Impacts the Contact Center
- ▶ What Web 2.0 Means for the Contact Center

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.