

Essential Skills and Knowledge for Effective Contact Center Management



“This course is a ‘must’ for anyone who cares about their customers, staff and the quality of their call centers.”

*Jacqueline Davis
Customer Service Manager
Essex Dental Benefits*

COURSE PRICE

Classroom Course

\$1695

Interactive two-day course with your peers.

Client Site Course

Call for pricing

A two-day course conducted at your location.

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icmi.com/essential

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The fundamental principles of contact center management that equip professionals to build exceptional operations and careers.

Advance the success of your call center and achieve your professional career goals with a solid foundation in planning and managing an exceptional call center through ICMI's *Essential Skills and Knowledge for Effective Contact Center Management* course. This is ICMI's flagship course – the highest rated in the industry and attended by more key call center management personnel than any other contact center course available.

Evolving customer expectations, the rise of social media, proliferating contact channels and the heightened strategic role of customer services are changing contact centers dramatically. You'll learn how to apply the core principles of managing a contact center to these critical new environments.

This two-day course is an intensive and effective training program guaranteed to give key staff involved in resource planning, call center analysis, and performance reporting the tools necessary to make real, lasting, bottom-line financial impact. You will come away with practical, proven strategies for creating a planning culture that you can apply right away to see an immediate return on investment in your call center.

You and your management staff will learn what thousands of other call center professionals have learned through this course: Practical, proven strategies for creating a planning culture that you can apply right away to see an immediate return on investment in your call center.

This course, designed for directors, managers, and supervisors responsible for customer service, sales, claims, reservations, information centers, helpdesks, emergency services, and consumer affairs, will equip you with breakthrough strategies to:

- ▶ Create an effective planning process that will improve quality and efficiency
- ▶ Reduce call center costs and improve your bottom line
- ▶ Meet service levels consistently and measurably
- ▶ Forecast the workload and create schedules that meet the needs of customers and employees
- ▶ Improve performance by choosing the right metrics and goals
- ▶ Manage a wide range of access channels, including social media
- ▶ Win the support and recognition of senior management

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COURSE SLICK

Unit 1: The Dynamic Contact Center Profession

- Define Contact Center Management
- Describe the Contact Center Management Profession

Unit 2: The Planning and Management Process

- The driving forces of contact center
- An effective planning process
- Service level and response time
- Acquiring the data you need
- Forecasting the workload
- Staffing the right way
- Indispensable calculations and projections
- The implications of the “immutable laws”
- Organizing effective schedules

Unit 3: Effective Real-Time Management and Recovery

- Real-time management versus recovery
- Building a real time response plan
- Real time response options

Unit 4: Quality and Productivity

- Improving quality and efficiency
- Continuous quality improvement
- Performance measurements
- Cultivating collaboration and buy-in throughout

Unit 5: Summary and Next Steps

- Examine Characteristics of Leading Contact Centers
- Recognize Ways to Further Your Professional Development
- Identify Actions to Improve Your Center

Whether you are new to customer contact centers, or a veteran in search of a reliable refresher, this course will prepare you to deliver services that will maximize business results.

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.