

# Monitoring and Coaching for Improved Contact Center Performance

This two-day course shows you step-by-step how to design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment. Whether you're starting from scratch or fine-tuning an existing program, this course offers the tools and the know-how you need to design an approach that's tailored to your budget, your culture, and your business objectives. Go back to your contact center with a plan of action you can implement right away.

## You'll learn ways to

- Identify your most critical objectives
- Design a streamlined monitoring form that is effective and easy-to-use
- Implement a meaningful rating and scoring system
- Design a monitoring process
- Learn how to build consensus and gain buy-in
- Leverage your goldmine of monitoring data throughout the organization
- Plan effective coaching sessions

## Who should attend?

Contact Center Managers, Supervisors with monitoring, coaching or quality improvement responsibilities.

## How to Register

Call: 800.672.6177

Visit: [icmi.com/training](http://icmi.com/training)

“Very informative course. This education helped to affirm our direction and also brought new and fresh ideas for our quality program.”

### Brent Curtis

*Manager, Customer Service,  
FedEx Freight*

## Course price

**Classroom: Interactive two-day course with your peers.**

ICMI members: \$1,395.00 per person

Non-members: \$1,495.00 per person

**Virtual Classroom: Accelerated online learning in three daily 2-hour sessions.**

ICMI members: \$795 per person

Non-members: \$895 per person

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

Call 800.672.6177 for pricing.

# Course Outline

## Unit 1: A performance improvement culture

- Challenges of people management
- Increasing retention
- Powerful agent motivators
- Communication

## Unit 2: Define Goals

- Identifying the right performance standards
- Defining mission, vision and values
- Determining customer expectations
- Defining and documenting standards

## Unit 3: Measure Reality

- Developing An Effective Monitoring process
- Choosing type of monitoring and the frequency
- Ensuring all the quality of all contact types
- An overview of monitoring technology
- Creating the monitoring form
- Rating scales and scoring
- Calibration

## Unit 4: Achieve Goals

- Process Improvements
- Improving and developing training
- Communicating the voice of the customer
- Developing an Effective Coaching Process
- Benefits of effective coaching
- Making time to coach
- Types of coaching
- The value of praise
- Corrective coaching
- Coaching practice
- Creating Individual development plans

## Unit 5: Implementation strategy

- Turning theory into reality
- Your action plan

## 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.