

Smart Strategy = Strong Leadership



“After attending this course I’d recommend it to other executives in my company such as the CIO, CEO, CFO, and COO. This will assist them with understanding the dynamics of a call center and the impact it has on the company brand and profitability.”

*Peter Perez
Director, Customer Support Center,
Department of Interior-National Business
Center*

COURSE PRICE

Classroom Course

\$1895

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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A powerful program that equips contact center executives to unleash a competitive customer contact strategy that positions the contact center as an invaluable organizational asset.

This intensive and effective executive program is guaranteed to give you the direction needed to manage the changes in customer relationships driven by today’s multi-channel environment. You’ll become an even stronger leader with the capacity to effectively implement a contact center strategy that drives value and recognition.

Through targeted exercises, you’ll immediately apply new skills and learn ways to:

- ▶ Develop a comprehensive customer access strategy.
- ▶ Integrate multiple customer contact channels.
- ▶ Strategize for improving contact center return on investment.
- ▶ Align people, processes, and technologies with a single vision.
- ▶ Build a strong case for needed investments.
- ▶ Inspire customer loyalty.
- ▶ Improve your organization’s strategic value.

Designed for those at the C-level, vice presidents and directors with leadership, budgetary and strategic responsibilities who want to advance the success of their operations and careers by:

- ▶ Examining the contact center’s critical role in today’s business environment.
- ▶ Developing contact center direction and priorities that deliver optimum results.
- ▶ Implementing a solid strategic planning process.
- ▶ Building an action plan that will enable you to accomplish strategic objectives.
- ▶ Communicating the contact center’s role and value across the organization.

COURSE SLICK

Part 1: Service Delivery in Today's Environment

Module 1: Establishing a Shared Vision

- ▶ Creating a share vision and mission
- ▶ Defining customer's and organization's expectations
- ▶ Establishing and communicating the contact center's strategic value

Module 2: Shape the Supporting Strategy

- ▶ Developing a comprehensive customer access strategy
- ▶ Managing Stakeholder expectations
- ▶ Ensuring alignment and support of people, process and technology initiatives

Part 2: Turning Vision Into Reality

Module 3: Build Skills, Knowledge, and Leaders

- ▶ Principles of Organization structure
- ▶ Performance Objectives and standards
- ▶ Measuring and Managing Employee satisfaction

Module 4: Implement Operational Plans and Processes

- ▶ Operational Metrics
- ▶ Performance Reporting
- ▶ Operations Management

Module 5: Establish Enabling Technologies

- ▶ Technology Strategies
- ▶ Identifying Technology Needs
- ▶ Building the business case
- ▶ Partnering with IT (Information Technology)

Module 6: Make the Required Investments

- ▶ Building an effective budgeting process
- ▶ Establishing appropriate ROI models

Part 3: Innovation in a New Era

Module 7: Innovate and Align

- ▶ Anticipating and meeting customer expectations
- ▶ Continuous improvement processes

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.