

Smart Strategy = Strong Leadership: An Executive Workshop on Contact Center Strategic Planning

This high-level workshop will impart the information and direction necessary to manage the changes in customer relationships driven by today's multi-channel environment. Become an even stronger leader with the capacity to unleash a new, up-to-date customer contact strategy that drives value and recognition. Participants will learn how to use their knowledge and communication skills to align their department with organizational goals as well as discover techniques to help them market the support center to upper management.

You'll 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
- Implement a solid strategic planning process

“Excellent investment for executives with call center responsibility. Paid for itself in the first month. Applicable to small call centers, as well as large.”

Rick Johnston

*Vice President, Constituent Relations,
American Diabetes Association*

Who should attend?

Directors, Vice Presidents, and Managers with leadership, budgetary, and strategic responsibilities.

How to Register

Call: 800.672.6177

Visit: icmi.com/training

Course price

Classroom: Interactive two-day course with your peers.

ICMI members: \$1,795.00 per person

Non-members: \$1,895.00 per person

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

Call 800.672.6177 for pricing.

Course Outline

Part 1: Service Delivery in Today's Environment

Module 1: Establish 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
- Cross-functional communication strategies

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 membership, training, consulting, events, and the knowledge center.