

Overview

Your Super Highway to Developing Effective Contact Center Leaders



Great results are driven by great leaders. Research shows that ineffective leadership has a staggering impact on customer satisfaction, employee productivity and retention – to the tune of over \$1 million per year for the average organization.

ICMI's professional certification program was designed to ensure your leaders deliver the best service, manage their teams effectively, and keep their eyes on the innumerable balls that keep a contact center humming. This comprehensive program provides contact centers with flexible, easily accessible education focused around the pillars of contact center management.

OPERATIONS



PEOPLE



CUSTOMERS



LEADERSHIP



Highlights of this turnkey program include:

- 75 hours of self-paced, dynamic eLearning – train where and when it's convenient for you and your team
- Practical information that can be applied immediately to improve your center
- Expert and peer support
- Testing to ensure comprehension of key concepts
- A variety of content delivery methods to satisfy every learning type

Start the certification process today at www.icmi.com/ICMICERTIFIED

Why ICMI Professional Certification?



It's critical

Most contact center leaders – at every level – have learned on the job. This experiential learning will only get a professional so far. Research shows that optimizing strategic and operational leadership skills through best practice, formalized training has a dramatic impact on customer satisfaction, employee turnover and productivity and revenue growth.

It's easy

Today's leader values convenience. That's why ICMI's certification training is delivered through a self-paced, dynamic eLearning application. And our emphasis throughout the program is on practicality. Each module features information that can be applied immediately to improve your center.

It's flexible

Because ICMI's certification training is organized into discreet courses, organizations can use this framework to develop their leaders based on need. ICMI can work with you to assess your development gaps, and align an access plan to keep your leadership on track.

It works

Organizations like Coca Cola, Teleflora, AAA, and American Express have effectively used ICMI's professional certification to develop their leaders, improve employee retention, identify skill gaps across their teams, and standardize their approach – especially across multiple locations and geographies.

Ineffective leadership has a staggering impact on the bottom line. Don't wait to invest in your leadership – start transforming your customer service organization today.

SAMPLE EXERCISES

Module 4 Exercise - Key Drivers of Customer Satisfaction

Introduction

In general, there are four key drivers of customer satisfaction for most organizations. Knowing the key drivers of customer satisfaction for your organization will assist you in focusing your efforts on what matters most to customers.



NEXT >

Module 3 Exercise - Four Ways to Calculate Service Level

Calculation 1

(Calls answered in Y seconds + calls abandoned in Y seconds) ÷ (total calls answered + total calls abandoned)

Seconds	Calls Answered	Calls Abandoned
0	123	0
30	45	2
60	15	0
90	12	0
120	8	0
150	5	0
180	3	0
210	2	0
240	1	0
270	0	1
300	0	0
TOTAL	204	1

Click to zoom

Fill in the answers for each item in the formula and click **Calculate**. Assume Y=20 seconds.

Calls answered in Y seconds = ?

Calls abandoned in Y seconds = ?

Total calls answered = ?

Total calls abandoned = ?

Calculate

Module 12 Exercise - Performance Objectives as Interrelated Outcomes

For each pair of measures below, indicate if the second measure is more likely to increase or decrease by clicking the up arrow (increase) or down arrow (decrease) beside the measure.

An increase in:	Results in an increase or decrease in:		
	Increase	Decrease	
Service level	↑	↓	Abandonment
Employee satisfaction	↑	↓	Customer Satisfaction
Call volume	↑	↓	Cost per call
Service level	↑	↓	Occupancy
Adherence to schedule	↑	↓	Service Level

NEXT >

See more examples

WWW.ICMI.COM/CERTTRAINING

How the Process Works

Step 1 Select Designation

- ✓ Strategic Leader (CCSL)
- ✓ Management Consultant (CCMC)
- ✓ Operations Manager (CCOM)
- ✓ Management Partner (CCMP)



Step 2 Complete Training

Four online courses, a study guide and practice tests for a total of 75 hours of training

- ✓ Operations
- ✓ Customers
- ✓ People
- ✓ Leadership



Step 3 Pass Four Tests

Online testing via a web-based, secure platform

- ✓ Operations
- ✓ Customers
- ✓ People
- ✓ Leadership



Step 4 Complete Performance Assessment

CCMP does not need to complete this step



Certification Training



Be fully prepared for ICMI Professional Certification testing through these four courses, which provide critical learning for those who are seeking certification in the designation of Strategic Leader, Operations Manager, Management Partner or Management Consultant. Each course focuses on a specific area of competency and includes 100% online training, interactive study guide and practice testing that closely mirrors the actual experience. The entire training program is 75 hours in length and the courses are:

**Operations Course Topics:** *290 pages/72 exercises*

- Service Level/Response Time
- Performance Measures
- Forecasting and Scheduling
- Contact Center Technology
- Facilities and Disaster Recovery

**People Course Topics:** *299 pages/75 exercises*

- Organizational Design and Structure
- Hiring and Retention
- Training
- Measuring and Improving Performance
- Maximizing Human Resources

**Customers Course Topics:** *168 pages/17 exercises*

- Customer Management Dynamics
- Evaluating Service Delivery
- Relationship-Building Strategies
- Supporting Technologies and Processes

**Leadership Course Topics:** *213 pages/45 exercises*

- Planning and Developing Strategy
- Building Collaborative Relationships
- Supporting and Managing Change
- Financial Resource Management
- Establishing and Managing Supplier Relationships

EACH COURSE COMES WITH:

- ✓ Course content
- ✓ Exercises
- ✓ Glossary
- ✓ Articles
- ✓ Multiple-choice quizzes
- ✓ Application assignments

CLIENT FEEDBACK

“The biggest benefit that we started seeing during the first certification class – and continue to see – is a deeper and more robust understanding of contact center operations. The tangible things like selling up within Coke, managing call center budgets, and understanding call load to accurately forecast schedules helped us optimize our contact center strategy.”

Glenn Gemmill,
VP of the Customer Care Center,
Coca-Cola Refreshments