

**icmi** contact center  
**training**  
& Professional  
Development

Investing in **Yourself**  
and **Your Employees**  
is Investing in Improving  
**Customer Experiences**

*Training Courses for:*

*Agents  
Supervisors  
Management*

*Strategic Leaders  
Workforce Management Analysts  
Quality Assurance Advisors*

**Free Online Training Trial Inside >**

[icmi.com/Training](http://icmi.com/Training)



# icmi<sup>®</sup> contact center training & Professional Development

*ICMI is here for you before, during  
and after each training event.*

## Before

Our amazing Account Managers are here to assist in picking the right courses and solutions for your center, all while helping you build a business case for your organization.

## During

Each course is designed to cover each course objective, ensuring you accomplish all your training goals.

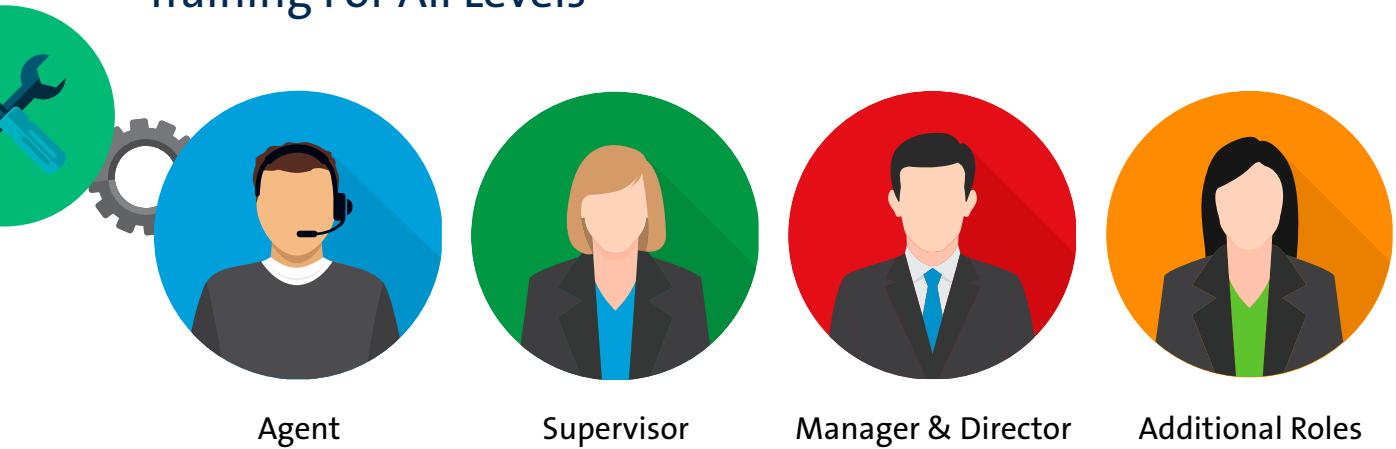
## After

Course materials, icmi.com resources and Account Managers are all at your finger tips to utilize post-training.



Our highly-interactive training is designed specifically for the contact center and focuses on strategic value, operations management, people management and customer service skills. Multiple delivery options, including Client Site, Training Symposia and Online, make this vital curriculum accessible to contact centers of all types and sizes.

## Training For All Levels



## Trusted Worldwide

Over 100,000 professionals, ranging from newbies to experienced executives, use ICMI Training to develop and improve their skills.





# Agent Courses

From soft skill fundamentals and best practices to understanding the impact of their critical role within the contact center, agents will learn and retain essential information to maximize their effectiveness as an ambassador for your organization.

*A full list of ICMI curriculum can be found at [ICMI.COM/TRAINING](https://www.icmi.com/training)*

## **An Agent's Role in Contact Centers**

*Live (1 day) | Online (1.5 hours)*

This course explores the critical role of the agent within the unique and dynamic contact center environment. Participants will leave this course with an understanding of how they fit into the bigger picture of call center planning and how the “power of one” can affect customers as well as fellow employees.

## **Blending Sales and Service**

*Live (1 day) | Online (1.5 hours)*

This course explores the similarities and differences between sales and service contact center environments. Participants will leave this course with an understanding of their strengths in sales and services, the pitfalls that they may experience, and how to effectively provide a sales-minded, service-focused customer experience.

## **Managing Customer Contacts with Quality**

*Live (1 day) | Online (2 hours)*

This course explores the soft skill fundamentals and best practices necessary for success in every customer contact. Participants will leave this course with key components they need to provide superior customer service.

## **Managing Difficult Customers**

*Live (1 day) | Online (2 hours)*

This course builds on the soft skill fundamentals and prepares participants with exposure to a variety of difficult contact types. Participants will leave this course having practiced and applied the skills necessary for diffusing and resolving difficult customer contacts.

## **Written Communication Skills**

*Live (1 day) | Online (2 hours)*

This course addresses the increasing volume of customer contacts that come through a variety of channels including email, chat, social media, and SMS. Participants will leave this course with the skills and knowledge necessary to provide exceptional customer experiences in writing.





# Supervisor Courses

Combining the fundamentals of the contact center's unique operating environment with general leadership and coaching skills to provide contact center supervisors with curriculum that is specifically suited to them.

## Supervisor Leadership Development Program

Too often, managers promote their best agents to be supervisors without equipping them with vital new leadership skills that will determine their success in their new job role. This program combines the fundamentals of the call center's unique operating environment with general leadership and coaching skills to provide call center supervisors with a curriculum that is specifically suited to them. The program includes the three courses listed below (courses may be purchased separately.)

### Contact Center Agent Coaching

*Live (1 day) | Online (3 hours)*

This course provides a step-by-step outline of the coaching process, so you'll know what actions to take at each point of a real-life interaction with agents.

### Contact Center Fundamentals

*Live (1 day) | Online (2 hours)*

This course is guaranteed to give supervisors involved in resource planning, call center analysis and performance reporting the tools necessary to contribute to workforce management, staffing and scheduling.

### People Management

*Live (1 day)*

This course will prepare you to implement the key principles of management that will have a direct impact on agent retention. Plus, learn to boost agent retention and productivity by mastering the skills you need to hire and manage a fully engaged team of people who are working at their full potential.



Everything taught by ICMI during a one-day customized training course was immediately actionable – my team was able to implement new skills the following day and start driving improvements to the customer experience. ICMI remained engaged post-training through additional support and resources to make sure our investment continues to pay dividends. This was one of the best training experiences we've had, and will definitely look to ICMI for our next initiative!"

*Devin Rahn, Director, Customer Insights and Support, Emerson Ecologics*





# Manager & Director Courses

Complete training for beginners or experienced professionals  
in a wide range of topics and skill sets focusing on call center  
management, strategy and operations.



## Contact Center Strategy

*Live (2 days)*

This executive-level planning workshop will provide the tools and direction necessary to develop, implement and manage a contact center strategy and leadership process.

## Essential Skills and Knowledge for Effective Contact Center Management

*Live (2 days)*

This course will teach you how to apply the core principles of managing a contact center to critical new environments such as evolving customer expectations, the rise of social media, proliferating contact channels and the heightened strategic role of customer services that are changing contact centers dramatically.

## Monitoring and Coaching

*Live (2 days)*

This course will help you design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives and increases agent performance and commitment.

## More than Metrics: Harnessing Data to Drive Performance

*Live (2 days or 1 day) | Online (1 hour)*

In this course you'll take an extended look at the key metrics contact centers should focus on. This will include a breakdown of metric accountability by level and how to best communicate results and performance to each respective group.



ICMI met with us before training to understand our company's objectives and desired outcomes. After the training, we are seeing our managers apply this knowledge through different thinking and applications. I would recommend Essential Skills and Knowledge for Effective Contact Center Management to any company that needs a refresher or better understanding of capacity planning."

*Bryan Cich, Director, Learning & Development, LexisNexis*





## Additional Roles

ICMI curriculum covers much more than foundational training, we also cover workforce management, small contact center management, quality program development, and knowledge management.

## Quality Program Development Workshop

*Live (1 day)*

This course will take an in-depth look at the components of an effective quality program, regardless of the channel. After spending some time identifying the key elements of a quality monitoring form, attendees will undergo the process of building a QM form, transition into conducting effective calibration sessions, and finally end by delivering actionable coaching and feedback.

## Small Contact Center Workshop

*Live (1 day)*

This course is designed to provide indispensable tools, strategies and tips you can use immediately to help you achieve greater performance.

## The Workforce Management Boot Camp

*Live (4 days)*

Through this course you'll supplement your on-the-job experience with formal training, learning how the best in the industry provide accurate forecasts and schedules that balance the needs of the organization and employees.

“

Some of the best facilitation I've seen. The content of the material was extremely applicable to our environment & I am hoping to introduce these concepts into the operations center & incorporate concepts & learnings into my team meetings.”

*Deshona Bonner*

# icmi<sup>®</sup> online training PASS

## *The Perfect Online Training Tool to Develop Your Team*

The ICMI Online Training Pass is the best online solution to help you train your entire contact center – from agents, supervisors, even management! This robust, online development solution will provide you with unlimited access to a training library of ICMI courses, covering critical skills for every level of staff.

**Your ticket to training efficiency and effectiveness includes:**



### Unlimited Access

The online library includes access to call center agent, supervisor and management courses.



### Highly Interactive

Online courses include quizzes, exercises and downloadable manuals and job aids.



### Blended Learning

Agent courses can also be delivered via group training with the facilitator's guide.



### Reporting & Quiz Scores

Easy to access reporting to track completion and quiz scores.

#### **SOLVING THE PROBLEM**



TEAMS: Complete the model in the time given.

#### **MAKING THE CALL BACK**

Identify • Confirm • Explain • Ask



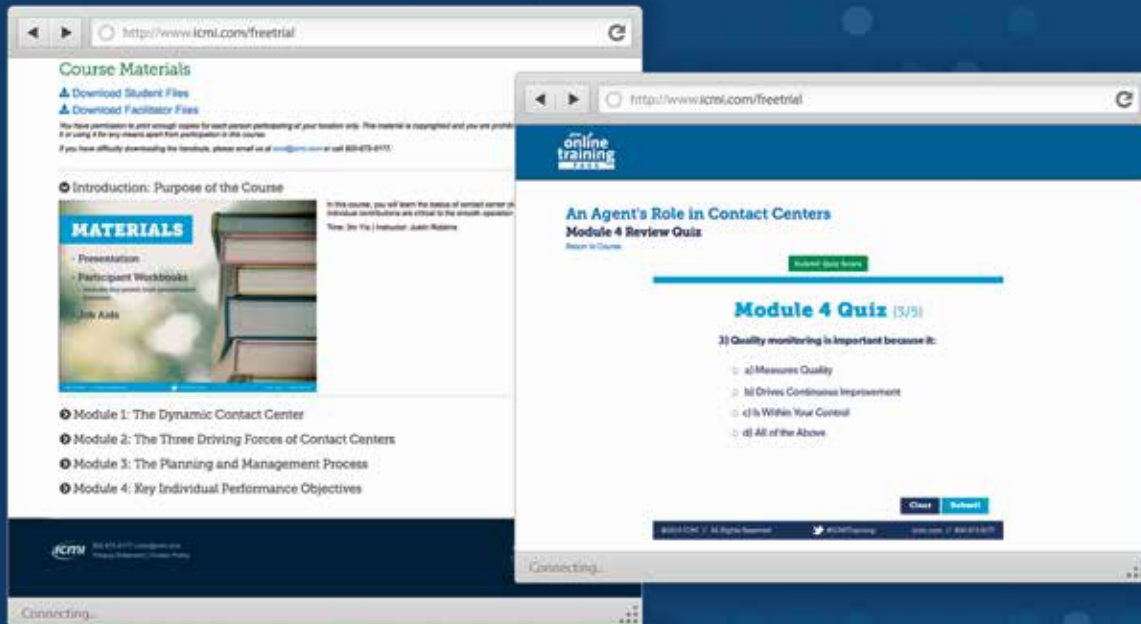
#### **HOW WE COMMUNICATE**



It's Not Just What You Say



But How You Say It



ICMI courses have achieved training goals for 30 years; this pass gives your organization immediate access to this trusted training.

## Start learning today.

Sign up for a free trial of the ICMI Online Training Pass

**ICMI.COM/FREETRIAL**

**CONTINUING  
IN THE RIGHT DIRECTION**

**SLOW IT DOWN!  
SPEAK CLEARLY**

**CONTROLLING  
THE CALL**

**USE CLOSED &  
OPEN QUESTIONS**

**RECOGNIZE THE  
CONTROLLER**

**HOW TO  
REGAIN CONTROL**



**POSITIVE  
ALTERNATIVES**

Write your positive alternative  
to the negative words

I'll try	I will
You can't	Instead, you can
As I told you	Do you have a pen?
I wouldn't know	Good question
We don't handle that	Let me find someone to help you
Someone	We

**ETIQUETTE**

The essential courtesies  
extend to customers to  
interaction smoother and  
pleasant for everyone.

Learn more about these events at [ICMI.COM/EVENTS](http://ICMI.COM/EVENTS)

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# ICMI Events & Training Symposiums

Access ICMI Training at these upcoming events  
and receive so much more than just knowledge!

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## icmi **contact center symposium**

*March 17 – 20, 2015 | San Diego, CA  
June 23 – 26, 2015 | Alexandria, VA  
November 16 – 19, 2015 | Scottsdale, AZ*

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## icmi **contact center demo & conference**

*October 19 – 21, 2015 | Las Vegas, NV*

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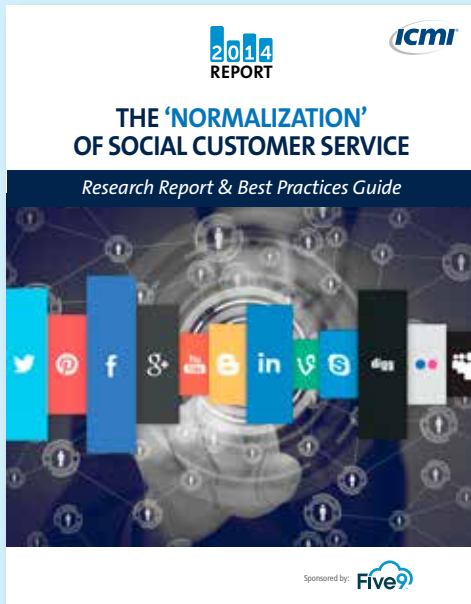
## icmi **contact center expo & conference**

*May 4 – 7, 2015 | Orlando, FL  
Post-Event Training Day:*

[More than Metrics: Harnessing Data to Drive Performance](#)  
[Small Contact Center Workshop](#)



# Contact Center Research



## The Normalization of Social Customer Care

*2014 Research Report & Best Practice Guide*

45 pages, PDF Download | \$199

New ICMI research focuses on an often-overlooked aspect of social customer care. ICMI was interested to compare the preferences of contact center leaders as social media users, against their behaviors as providers of social customer service. Where are the discrepancies? Why are there disparities? And can this knowledge be used to better convince organizations to provide the “new minimum level of response expected” for social media?

With 68% saying that social media is a necessary customer service channel, it is obvious that contact center leaders still need assistance with strategy and implementation.



## The Growing Need for Multilingual Customer Support

*2014 Research Report & Best Practice Guide*

45 pages, PDF Download | \$199



## A WOW CUSTOMER JOURNEY! Actionable Data in Today's Multichannel Contact Center

*2013 Research Report & Best Practice Guide*

35 pages, PDF Download | \$199



## WHAT'S IN YOUR WFO? Workforce Optimization for Today's Contact Center

*2014 Research Report & Best Practice Guide*

42 pages, PDF Download | \$199

# Sample ICMi Training

Start  
learning  
today.

Sign up for a free trial  
of the ICMi Online  
Training Pass.

**ICMI.COM/FREETRIAL**

**icmi** contact center  
**training**

