


# Contact Center Training

August - December 2010

## A+ courses

Providing skills to improve service levels,  
increase employee engagement and raise the  
overall value of your contact center.

With 25 years of proven results in contact center training,  
we can take your call center to the head of its class!

 [icmi.com/training](http://icmi.com/training) | 800.672.6177

# What is ICMI Training?

For 25 years ICMI Training has worked with over 100,000 call center professionals world-wide, offering a comprehensive set of training options and educational resources created to provide a deeper understanding of contact center techniques and skills that offer maximum ROI for attendees and their organizations.

With industry professionals teaching, new courses being added, as well as staple courses being updated to stay on top of industry changes, ICMI makes it a point to provide only the most current and cutting-edge training available. This dedication allows us to continually offer specific lessons that provide insight on what professionals need to know to see positive results within their call centers.

**We have worked with companies such as:**

- Procter & Gamble
- MetLife
- Capitol One
- American Airlines
- Ford Motor
- Blue Cross/Blue Shield

*“ICMI Training provides engaging discussion on various topics and challenges that cross industries and excellent take-away materials!”*

Karen Greco, Albridge Solutions Inc.

ICMI is proud of the relationships we have developed through our training engagements. It is our goal to provide information that can enhance the knowledge of our attendees and ensure their trust in our capabilities. We pride ourselves on our bond with each individual and each company we work with, and we want to work with you!



## What Can ICMI Training Do for You?

ICMI provides our course attendees essential training of foundational processes, as well as techniques and skills that will keep their call centers on top of the latest trends. We also provide our attendees with a number of items that they can take with them to stay fresh on everything they have learned long after they have finished the course.

It is a known fact that industry professionals have many different training needs and often learn in different ways. Because of this, ICMI works with all of those different needs to provide a training course that will work best for each student. With training offered in four unique settings, we promise to provide you the most effective training when and where you need it. Each setting offers training with superior information taught by experienced instructors that want to ensure your success.

### ICMI Training Delivery Methods:



**Classroom:** Interactive learning environment that encourages networking among professionals from diverse industries.



**Virtual Live Classroom:** Live, instructor-led training delivered over the Internet via web conferencing technologies.



**Virtual On-Demand:** View recordings of the most recent live virtual classroom courses at your convenience.



**Client Site:** Train your team at your facility, eliminating individual travel costs and putting more control in your hands.

**“I run a very small call center and being able to apply these techniques and formulas in a small scale environment was eye-opening and it has given me the tools to be able to effectively run my call center.”**

Felisha Taylor, Joerns Healthcare, LLC

**Tip:** Study after study shows one of the key motivators is “the opportunity to grow and develop.” One way to meet that need is training – formal, informal, classroom, virtual classroom, self-paced, etc.

# Upcoming Classroom Courses



## The Workforce Management Boot Camp

Register at [icmi.com/wfmbootcamp](http://icmi.com/wfmbootcamp)

# \$2,995

This comprehensive four-day workshop integrates all aspects of workforce management to provide precise start-to-finish skills that improve accuracy, increase employee and customer satisfaction, and consistently meet service levels. Work through hands on exercises to solve forecasting, staffing, and scheduling challenges and leave with a laptop full of true-to-life examples and comprehensive course materials to reference for years to come.

### Course Topics Include:

- Real-time Management
- Forecasting Workload
- Scheduling Best Practices
- Reporting and Data Administration

### Dates & Locations

Sept 14-17	Dallas, TX
Sept 21-24	Atlanta, GA
<b>Nov 16-19</b>	<b>Orlando Symposium</b>
Dec 7-10	San Diego, CA

## Essential Skills and Knowledge for Effective Contact Center Management

Register at [icmi.com/essential](http://icmi.com/essential)

# \$1,695

Learn the fundamental principles of contact center management; practical, proven strategies for creating a planning culture that you can apply to see immediate return on investment in your call center.

### Course Topics Include:

- Planning and Management
- Effective Real-Time Management and Recovery
- Quality and Productivity

### Dates & Locations

Aug 3-4	Seattle, WA
Aug 17-18	Denver, CO
Aug 31-Sept 1	Boston, MA
Sept 14-15	Dallas, TX
Sept 21-22	Atlanta, GA
Sept 21-22	San Diego, CA
Oct 19-20	Philadelphia, PA
Oct 19-20	Phoenix, AZ
Oct 26-27	San Francisco, CA
<b>Nov 16-17</b>	<b>Orlando Symposium</b>
Dec 7-8	San Diego, CA

**“I have walked away with a working plan that I am personally empowered to put in place due to Call Center Enlightenment!”**

Chuck Kosarek, Mgr, PT Outreach Services, HMC

## Advanced Contact Center Quality Through Coaching and Monitoring

Register at [icmi.com/monitoring](https://icmi.com/monitoring)

# \$1,695

**Updated Course**

Design a monitoring program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment. Gain the tools and the know-how you need to create an approach that's tailored to your culture, your customers, and your business objectives.

### Course Topics Include:

- Individual Performance Standards
- Monitoring Processes
- Coaching Tools and Techniques

### Dates & Locations

Aug 5-6	Seattle, WA
Aug 12-13	Raleigh, NC
<b>Nov 18-19</b>	<b>Orlando Symposium</b>
Dec 9-10	San Diego, CA

## Mastering Contact Center Financials

Register at [icmi.com/financials](https://icmi.com/financials)

# \$1,995

**New Course**

ICMI's newest course is designed to provide contact center professionals with a solid understanding of strategic analysis to make better decisions and improve performance through planning and building a strong contact center budget, measuring overall financial performance, and reporting results back to the business.

### Course Topics Include:

- Strategic Analysis
- Budgeting
- Monitoring and Reporting

### Dates & Locations

Aug 3-4	Seattle, WA
<b>Nov 18-19</b>	<b>Orlando Symposium</b>

## Measuring Contact Center Effectiveness

Register at [icmi.com/effectiveness](https://icmi.com/effectiveness)

# \$945

Learn critical key performance indicators in the following categories: quality, accessibility, efficiency, cost performance, and strategic impact. Move beyond simple benchmarks to understand how you can set the right goals for your unique contact center.

### Course Topics Include:

- Key Performance Indicators
- Application of Metrics

### Dates & Locations

Aug 19	Denver, CO
Oct 21	Philadelphia, PA
Oct 21	Phoenix, AZ
Oct 28	San Francisco, CA
<b>Nov 16</b>	<b>Orlando Symposium</b>

# ICMI Symposiums

Where Training and Networking Come Together

Register at [icmi.com/orlandosymposium](http://icmi.com/orlandosymposium)

ICMI Symposiums are held multiple times throughout the year to bring learning and networking together, ensuring you gain the skills needed to achieve excellent results in your contact center.

ICMI provides a number of our distinctive classroom courses to contact center professionals all in one place. Our lineup of symposium courses this year is designed to provide a diverse set of training courses focused on people management, strategy, technology, and operations. Our symposium attendees are encouraged to take one course that interests them, or take advantage of the convenience of multiple courses all in the same location.

**The following classroom courses are only offered through ICMI Orlando Symposium: Nov 16-19**

**Prices range from \$945 - \$1,895**

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

This two-day, executive-level course will impart information, insight, and direction necessary to lead changes in your contact center driven by today's multi-channel environment. Transform your service delivery systems to conquer new competitive challenges and develop direction and priorities for your contact center to improve customer experience and return on investment.

### Course Topics Include:

- Customer Access Strategies
- Multiple Customer Contact Channels
- Contact Center ROI
- Contact Center Success Stories

***““ This course taught many of the same leadership and strategy principles I learned in my MBA in two days. Incredible ROI for any leader. ””***

Rick Kielbasa, Vice President, Truant Federal Credit Union

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## Contact Center Coaching

Learn to effectively use positive feedback to reinforce training and monitoring efforts to develop the coaching methods that build trust, respect and accountability.

### Course Topics Include:

- Coaching Tools & Techniques
- The COACH Model
- Coaching Challenges
- Practical Application

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## Contact Center Technology

The leading vendor-neutral explanation of how your technologies can best meet your business needs! Learn how to get more out of what you have, or plan for what's next in your contact center.

### Course Topics Include:

- Key Changes in Contact Center Technology and Their Impact
- Sourcing Strategies in Today's Market
- Infrastructure
- Multimedia Routing
- Performance Tools
- IVR
- Data Applications
- Unified Communications and Web 2.0

**/// I very much enjoyed the atmosphere and attitude of this event. The coursework will be referenced frequently. ///**

*Nathan Howes, Client Manager, Christian Science Publishing Society*

## Client Site Courses

For more information, visit [icmi.com/clientsite](http://icmi.com/clientsite)



All of our classroom courses can be offered at your client site to save you time and money.

Get the high quality training we offer to our class participants delivered at your location. This unique option allows you and your staff to receive our acclaimed training at the time and in the space that works best for you. ICMI will deliver any offered training course, or you can work with ICMI to develop training created for your company and tailored specifically to your needs.



**Tip:** Proper real-time management processes and procedures can improve occupancy and service level performance.

# Virtual Classroom Training Courses



Register at [icmi.com/virtualclassroom](http://icmi.com/virtualclassroom)

With over 20 virtual classroom training courses available, ICMI makes sure to deliver something for everyone. From courses directed at people management, operations, strategy, and technology; we ensure that our content is relevant and centered on helping you get the best return on investment.

## Each course provides attendees with take away items including:

- Articles by Experts in Their Subjects
- Relevant Templates
- Printable Course Slides
- Current Handouts and Spreadsheets
- Case Studies

Courses	Dates
Adding Sales to Service	Sept 28
Contact Center Agent Coaching	Oct 12, 19 & 26
Contact Center Basics	Aug 31, Oct 5
Contact Center Culture: Motivation	Sept 15
Contact Center Forecasting	Aug 20, 27 & Sept 3
Contact Center Metrics	Nov 5 & 12
Contact Center Monitoring	Oct 28, Nov 4 & 11
Contact Center Operations: 7 Fundamentals	Sept 8
Contact Center Real Time Management	Sept 23
Contact Center Staffing: Absenteeism	Sept 1
Contact Center Staffing and Scheduling	Sept 10, 17 & 24
Contact Center Stress Management	Oct 22
Contact Center Training: Developing Supervisors	Dec 7
Designing a Contact Center Incentives Program	Sept 21
It's All About the Customer	Dec 3
IVR Design	Aug 18
Optimizing Your Contact Center Resources	Nov 2 & 9
Principles of Effective Contact Center Management	Aug 26, Sept 2
Understanding ACD Data	Oct 8

Many of our virtual classroom courses can be purchased and viewed at your convenience with our on-demand feature

Register at [icmi.com/ondemand](http://icmi.com/ondemand)



# CIAC Certification Training

Register at [icmi.com/certification](http://icmi.com/certification)

ICMI certification training does more than just prepare you for CIAC certification—you acquire tangible skills and knowledge that create real value for your organization and your customers. Our six-part web study format helps you prepare for success by combining the power of content-rich study guides with personal guidance from contact center experts. Plus, ICMI training has supported more than 50% of 2008 and 2009 CIAC Certifications.

## Web Study Courses

Customer Relationship Management	Sep 29, Oct 6, 13, 20, Nov 3, 10
Operations Management	Sep 29, Oct 6, 13, 20, Nov 3, 10

## Agent Training

For more information, visit [icmi.com/agent](http://icmi.com/agent)

*Equip your frontline reps to exceed customer expectations with ICMI's Program of Excellence in Frontline Customer Care.*

### This unique program provides:

- Increased customer satisfaction
- Increased employee satisfaction
- Development of a qualified talent pool to eventually move to higher roles
- Frontline representatives with the skills and knowledgeable to deliver enhanced efficiencies and service

**Mix and Match the training courses below or add additional courses if needed to build the perfect agent training program.**

- The Dynamic Call Center
- Managing Difficult Customer Contacts
- Managing Customer Contacts with Quality
- Connecting with Customers through Email
- Proven Inbound Sales Techniques

### Contact an account manager for class times and pricing:

[amiller@icmi.com](mailto:amiller@icmi.com)  
516.568.5138

**Tip:** Every percentage point improvement made in schedule adherence is equivalent to .60 FTE per day savings.

# Peer-Focused Learning in a Structured Environment



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or virtual classroom courses by  
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