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Contact Center Training

January-July 2010



TRAIN WITH ICMI

Improve Contact Center Operations

Empower Contact Center Employees

Increase Customer Loyalty



ICMI Standing side by side with contact center professionals for 25 years through training, consulting, and management resources!

About ICMI Courses

ICMI offers the most comprehensive training programs and educational resources available for contact center professionals. Our educational services have driven positive change for – or – positively impacted thousands of organizations, large and small. This successful track record stems from collaboratively working with call centers to drive change and actively leading the evolution of the customer contact industry.

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 technology.

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 travel costs and putting more control in your hands.

Over **100,000** contact center professionals—from frontline agents to executives—interested in improving customer experiences, increasing efficiencies in their contact center, and advancing their careers have attended ICMI training courses in the past 25 years.

View a full line-up of courses, dates, and locations by going to icmi.com/training



COACHING 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.

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

\$1895

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 sales and service delivery systems to conquer new competitive challenges and develop direction and priorities for your contact center to improve return on investment.

Course Topics Include:

- Customer Access Strategies
- Multiple Customer Contact Channels
- Contact Center ROI
- Strategic Impact

Upcoming Dates & Locations:

April 20-21 San Diego, CA • Symposium

April 29-30 Toronto, ON • Symposium

July 20-21 Chicago, IL • Symposium

Register at icmi.com/leadership



Virtual Classroom Strategy Courses

Register at icmi.com/online

Adding Sales to a Service Environment..... Jan 28 | May 6

Improving Your Customer Experience..... Jan 21 | May 26

Courses Start at \$299

"This was one of the most impactful, complete and well-structured seminars I've attended! The materials represent a tremendous amount of resources, all in one single place."

Dora Wood
VP, Tech Support, LPL Financial



Advancing Contact Center Quality through Monitoring and Coaching

\$1695

This two-day course allows you to design a monitoring process that increases quality and lowers operational expenses. Receive the tools and the know-how you need to design an approach that's tailored to your budget, your culture, and your business objectives.

Course Topics Include:

- Individual Performance Standards
- Monitoring Processes
- Rating and Scoring Systems
- Monitoring Data

Upcoming Dates & Locations:

March 11-12	Dallas, TX
March 25-26	Atlanta, GA
April 22-23	San Diego, CA • Symposium
April 29-30	Toronto, ON • Symposium
May 6-7	Baltimore, MD
May 13-14	Edmonton, AB
June 24-25	Winnipeg, AB
July 22-23	Chicago, IL • Symposium

Register at icmi.com/monitoring

Essential Principles of People Management

\$1695

This two-day course will teach supervisor's skills in interviewing and hiring, motivating and retaining, plus, key principles in managing people effectively.


Course Topics Include:

- Interviewing and On-boarding
- Motivation and Retention
- Time Management
- Stress and Change Management

Upcoming Dates & Locations:

January 21-22	Phoenix, AZ
July 20-21	Chicago, IL • Symposium

Register at icmi.com/peoplemanagement



COACHING TIP: Pre-shifts are powerful ways to start the day - a chance to educate, motivate, and recognize the people who make it all happen.

Contact Center Coaching: A Practical Approach to Getting Results

\$945

This one-day course focuses on the hands-on, practical aspects of coaching. Participants will learn to implement a proven coaching model, build confidence through practice scenarios, and tackle a wide variety of tough coaching challenges.

Course Topics Include:

- The Role of the Coach
- Coaching Tools & Techniques
- The SAFE Model
- Coaching Culture

Upcoming Dates & Locations:

April 21 San Diego, CA • Symposium
June 14 New Orleans, LA • ACCE 2010
July 22 Chicago, IL • Symposium

Register at icmi.com/coaching



Virtual Classroom People Management Courses

Register at icmi.com/online

Contact Center Agent Coaching	Feb 24, 25, 26 May 13, 20, 27
Contact Center Culture	April 20, June 23
Contact Center Hiring	Feb 3 & 10 June 1 & 3
Contact Center Monitoring and Reporting	April 6, 8, 13 June 29, 30, & July 1
Contact Center Staffing and Scheduling	March 16, 23, 30 June 9, 16, 23
Contact Center Staffing: Absenteeism and Adherence	March 8 June 8
Contact Center Staffing: Escaping the Costly Cycle of Turnover	April 13 June 17
Contact Center Stress Management: Signs, Symptoms, and Solutions	March 4 June 2
Contact Center Training: Designing a Plan for Agent Effectiveness	Jan 20 May 4
Designing a Contact Center Incentive Program that Drives Results	Feb 10 May 26
Establishing Individual Performance Objectives	June 24
Optimizing Your Resources	January 5 & 12 May 18 & 20
Principles of Effective Contact Center Management	March 17 & 24 June 15 & 22
Supervising Your Team to Success	April 27 & 29

Courses Start at \$299

Essential Skills and Knowledge for Effective Contact Center Management

\$1,695

This two-day course will teach you fundamental principles of call center dynamics; how to improve quality and efficiency; and how to communicate the value of the contact center to all levels within the organization.

Course Topics Include:

- Service Level & Response Time
- Forecasting Workload
- Staffing
- Real-time Management

Upcoming Dates & Locations:

January 19-20	Phoenix, AZ
February 23-24	Chicago, IL
March 9-10	Dallas, TX
March 23-24	Atlanta, GA
April 20-21	San Diego, CA • Symposium
April 27-28	Toronto, ON • Symposium
May 4-5	Baltimore, MD
May 11-12	Edmonton, AB
May 18-19	Seattle, WA
June 22-23	Boston, MA
June 22-23	Winnipeg, AB
July 20-21	Chicago, IL • Symposium

Register at icmi.com/essential



OPERATION TIP: The process is where the leverage is. If you are looking to manage or reduce AHT, look first towards improving the processes, systems, tools and technology your entire center uses.



“This was one of the most impactful, complete and well-structured seminars I’ve attended! The materials represent a tremendous amount of resources, all in one single place.”

Deb Ost
Call Center Manager, SUNY Oneonta

The Workforce Management Boot Camp

\$2,995

This hands-on workshop not only teaches you proven techniques to improve forecasting and scheduling, but allows you to practice those techniques using your contact center data with input from expert instructors. Leave this four-day workshop with a laptop full of true-to-life examples.

Course Topics Include:

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

Upcoming Dates & Locations:

February 23-26	Chicago, IL
April 13-16	Washington, DC
April 20-23	San Diego, CA • Symposium
April 27-30	Toronto, ON • Symposium
May 18-21	Seattle, WA
June 22-25	Boston, MA
July 20-23	Chicago, IL • Symposium

Register at icmi.com/wfmbootcamp



Virtual Classroom Operations Management Courses

Register at icmi.com/online

Contact Center Basics	June 17
Contact Center Forecasting	February 11, 16, 18 May 7, 14, 21
Contact Center Metrics	March 10 & 11 June 8 & 10
Contact Center Operations	January 27 April 15 May 25
Contact Center Real-Time Management	June 10 March 18
Do-It-Yourself Workforce Management	April 6 June 30

Courses Start at \$299



MANAGEMENT TIP: Teach your Managers, Supervisors, Coaches, and Agents the "Power of One" - let them know that each and every one of them really matter.

Contact Center Technology Courses

Measuring Contact Center Effectiveness

\$945

Attend this one-day course to understand metrics and determine which measurements are right for your call center. Move beyond simple benchmarks to discover and resolve the true problems your metrics are reporting..

Course Topics Include:

- Accessibility
- Efficiency
- Quality
- Strategic Impact

Upcoming Dates & Locations:

April 22	San Diego, CA • Symposium
June 14	New Orleans, LA • ACCE 2010
June 22	Chicago, IL • Symposium

Register at icmi.com/metrics

Contact Center Technology

\$945

This course, developed and led by Strategic Contact, Inc., provides everything you always wanted to know about customer contact technology—but didn't know how (or whom) to ask. Both call center and IT leaders will benefit from this clear presentation of the most pressing technology-related challenges facing contact centers today.

Course Topics Include:

- Technology-Enabled Customer Contact Strategy
- Vendor Selection
- Essential and Advanced Solutions
- Ripple-Effects of Technology Choices

Upcoming Dates & Locations:

April 22	San Diego, CA • Symposium
June 14	New Orleans, L A • ACCE 2010
June 22	Chicago, IL • Symposium

Register at icmi.com/technology



Virtual Classroom Technology Courses

Register at icmi.com/online

Understanding ACD Data	Feb 17 May 18
Leading Practices in IVR Design	Feb 19 June 2

Courses Start at \$299

Contact Center Agent Training

Courses available in online, client-site, and blended delivery methods

Learn more at icmi.com/agent

Equip your reps to exceed customer expectations with **ICMI's Program of Excellence in Customer Care**. The program ensures that reps can deliver excellence in customer care and that they will...by understanding the "why" behind what they do.

Mix and Match the training courses below to build the perfect agent training program.

The Dynamic Call Center
Managing Customer Contacts with Quality
It's All About the Customer
Managing Difficult Customer Contacts
Connecting with Customers through Email
Proven Inbound Sales Techniques

Client Site Training

Save Time and Money – Bring ICMI Training to Your Facility

ICMI client-site training brings the same, high-quality instruction to you! This convenient option saves you time and money, avoids travel hassles, and gives you the flexibility to schedule training at times and locations best suited to your requirements. ICMI can deliver any classroom training course on site or you can work with ICMI to develop training tailored to your unique needs.



Contact your Account Manager to discuss your training needs!

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CIAC Certification Training

\$895

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 CIAC Certifications.

Web-study Courses

ICMI's web-study courses include Study guides, weekly quizzes, and expert instruction all via web conferencing technology.

Customer Relationship Management	April 7, 14, 21, 28, May 12, 19
Leadership and Business Management	Jan 19, 23, Feb 2, 9, 23, March 2
Operations Management	Jan 12, 19, 26, Feb 2, 8, 23, April 7, 14, 21, 28, May 12, 19
People Management	Jan 19, 26, Feb 2, 9, 23, March 1

[Register at icmi.com/ciac](#)

ICMI Consulting Solutions

ICMI's team of on-staff consultants are ready to tackle the challenges you face in operating a more efficient and effective contact center. Using a custom approach to our real-world solutions, these experienced practitioners and subject matter experts will help you improve customer experiences and strengthen business results.

Learn more about ICMI consulting solutions at [icmi.com/consulting](#)

ICMI Symposium

Where Training and Networking Come Together

ICMI Symposiums bring learning and networking together...ensuring you gain the skills needed to achieve excellent results in your contact center.



View Event Schedule at icmi.com/symposium



June 14-17  **New Orleans, LA**

icmi.com/ACCE2010

Use promo code **TRAIN** to save **\$300**
on any conference package



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Attend ICMI Training and learn from the contact center industry's best.

The education and insight you'll take away will help you improve contact center efficiency, productivity, and customer satisfaction.

Register for ICMI Training at icmi.com/training