

# **ICMI** The Industry's Choice for Contact Center Training

2011 ICMI Training Activity

**26** years serving the contact center industry

**2,755** industry professionals trained

**92** live classroom training courses facilitated

**2** industry conferences hosted

**37** live virtual courses moderated

Look inside  
to see what's  
new in 2012

We have trained professionals at such customer centric companies as:



**Our contact center would not be nearly as successful without the resources from ICMI.**

Annie Woo, Director of Customer Service, MINDBODY, Inc.

# About ICMI Training

ICMI provides contact center professionals – from agents to executives – with skills to improve service levels, increase employee engagement and raise the overall value of the contact center within their organization.

## 6 Training Methods



### Symposiums

Interactive, multi-day training conducted in an in-person learning environment.



### Client Site

Training on-site at your facility. Allows customization, and eliminates travel costs.



### CIAC Certification

Web study courses and testing for CIAC Certification.



### Virtual Classroom

Live, instructor-led training delivered over the Internet.



### Virtual OnDemand

Recordings of live virtual classroom courses, viewable at your convenience.



### Industry Events

Industry-leading events focused on the latest trends, industry advancements, and organizational strategies.

ICMI Offers a GSA Discount



Contract Holder  
Contract GS02F0128X





# Multi-day Contact Center Training to Improve Your Center's Performance

If you're a contact center professional looking to enhance your knowledge on a wide range of subjects, ICMI Training Symposiums are the place to be. Value-priced passes - extending from one to four days - cover an array of critical industry topics such as strategy, hands-on coaching, workforce management, and financials. With seven different courses to choose from at each Symposium, you can customize your learning experience by focusing on the specific areas that interest you most.

Group Discounts Available.

## San Francisco, CA

March 27–30



## Philadelphia, PA

June 19–22



## Minneapolis, MN

August 21–24



## Orlando, FL

November 13–16



**Get 10% off** any Symposium Pass when you register with promo code **SYM-TX**

Your Location





# Bring ICMI to Your Contact Center for Superior Training

## Training Delivered

 **WHERE** you want it    **WHEN** you want it    **HOW** you want it

This flexible and cost-effective option allows organizations to affordably train as many - or as few - employees as they'd like, while customizing to their precise needs. All courses offer an optimal balance of facilitation, group exercises, case studies, and practical application exercises – vital in supporting a highly retainable, hands-on learning experience.

**Training for all levels:** Agent, Supervisor, Manager, Director, Executive, Support Functions



“ I’m my contact center’s most valuable asset.”



# Get Certified

ICMI's comprehensive, web-based CIAC Certification training and testing program is the first and only industry-recognized, accredited contact center certification for professionals in the customer management industry – created by the industry for the industry. Whether you're a senior executive responsible for setting the strategic direction for customer care throughout your organization or a manager responsible for day-to-day contact center operations, being CIAC-Certified proves you can deliver business results.

“The educational aspect of the certification process is crucial for success because the testing is a true indicator of your contact center management knowledge and skills.

**Tracy Wright**, CIAC-Certified Strategic Leader (CCSL)  
Director of National Call Center Operations,  
Avon Products - USA



**For further information:** Contact Todd Piccuillo at 203.242.6632 | [tpicuillo@icmi.com](mailto:tpicuillo@icmi.com)





# Virtual Classroom Courses

## Online Education Without Leaving Your Desk

ICMI's virtual classrooms are a great solution to obtain contact center training. Our courses allow busy professionals to learn and actively participate in discussion and exercises without leaving their offices. **Each course provides attendees with valuable takeaways:** Printable Course Slides, Case Studies, Relevant Templates, Current Handouts and Spreadsheets.

### Upcoming Course Dates

Private Virtual Classroom Courses are available!

#### February 2012

Contact Center Staffing: Absenteeism and Adherence	2/03
Contact Center Training: Designing Effective Training for Agents	2/10
Contact Center Agent Training: Managing Difficult Customers	2/17
The Role of Social Media in Customer Service <b>New Course!</b>	2/24

#### March 2012

Contact Center Home Agent Management: Assessment and Strategic Planning	3/02
Contact Center Home Agent Management: Operational Execution	3/09
Contact Center Home Agent Management: Leadership and Management	3/16
Connecting with Customers Through Email <b>New Course!</b>	3/23
Contact Center Real-Time Management: Effectively Meet Goals	3/30

#### April 2012

Contact Center Culture: Motivation Through Collaboration	4/13
Contact Center Agent Coaching: Improving Performance Through Effective Coaching	4/20
Contact Center Agent Coaching: Addressing Challenges in Agent Development	4/27

#### May 2012

Contact Center Agent Coaching: Inspiring Employees Through Positive Feedback	5/04
Do-It-Yourself Workforce Management	5/11
Designing a Contact Center Incentive Program that Drives Results	5/18

= Available OnDemand & included in the OnDemand All-Access Pass



# Virtual OnDemand Courses

## Self-paced, Online Training on YOUR Schedule

With Virtual OnDemand Training Courses, top contact center training is only a click away. Best of all, because these self-paced courses are delivered online, staff can take them virtually anytime, anywhere. **No scheduling. No waiting.**

### A selection of courses include:

- + Contact Center Forecasting
- + Contact Center Metrics
- + Contact Center Monitoring
- + Contact Center Staffing and Scheduling
- + Small Contact Centers
- + Contact Center Agent Coaching
- + Principles of Effective Contact Center Management
- + Adding Sales to a Service Environment
- + Optimizing Your Contact Center Resources 2-Part Series

## OnDemand All-Access Pass

Purchase at [icmi.com/ondemandpass](http://icmi.com/ondemandpass)

### The Easy & Affordable Option for Contact Center Management Training. **29 Courses. One Price. Unlimited Use.**

- What:** Access to a library of all on-demand contact center management training courses for your organization - at the flat cost of **\$5,000**.
- How:** Our simplified training model allows you to purchase one annual All-Access Pass to ICMI's OnDemand Training courses.
- Why:** Address specific training needs, ongoing employee development, and stay up-to-date on the latest best practices - *without taking a bite out of travel budgets.*
- Who:** This pass is meant to be shared with your entire organization. Each person can take one, two...or all 29 on-demand courses offered!



icmi  
**acce**  
conference & expo  
The Global Gathering for the Contact Center Community

2012



# ACCE 2012

## Global Gathering of the Contact Center Industry

**Seattle, WA – May 7-10**

Returning “home” to Seattle for 2012, ACCE includes four full days of workshops, site tours, case studies, panels, and discussions on a comprehensive selection of contact center-specific topics taught by leading industry experts. You’ll also find valuable networking opportunities, inspiring keynote speakers, and the latest technologies and services from top industry vendors in the exhibit hall.

Register with promo code **ACCE-TR**, and get **\$200** off your All-Access (4-day) or Premium (3-day) Conference Package.



# CALENDAR

## January

**20** Small Contact Centers:  
Forecasting and Scheduling

**27** Small Contact Centers:  
Measuring and Improving  
Performance

## February

**3** Contact Center Staffing:  
Absenteeism and Adherence

**10** Contact Center Training:  
Designing Effective Training  
for Agents

**17** Contact Center Agent Training:  
Managing Difficult Customers

**24** The Role of Social Media in  
Customer Service **New**

## March

**2** Contact Center Home Agents:  
Assessment and Strategic Planning

**9** Contact Center Home Agents:  
Operational Execution

**16** Contact Center Home Agents:  
Leadership and Management

**23** Connecting with Customers  
Through Email **New**

**27-30** ICMI Symposium – San Francisco, CA

**30** Contact Center Real-Time  
Management:  
Effectively Meet Goals



Virtual Classroom Course



Symposium



Event

## April

**13** Contact Center Culture:  
Motivation Through Collaboration

**20** Contact Center Agent Coaching:  
Improving Performance Through  
Effective Coaching

**27** Contact Center Agent Coaching:  
Addressing Challenges in Agent  
Development

## May

**4** Contact Center Agent Coaching:  
Inspiring Employees Through Positive  
Feedback

**7-10** ACCE Conference & Expo – Seattle, WA

**11** Do-It-Yourself Workforce Management

**18** Designing a Contact Center Incentive  
Program that Drives Results

## June

**1** Contact Center Forecasting:  
The Fundamentals of Success

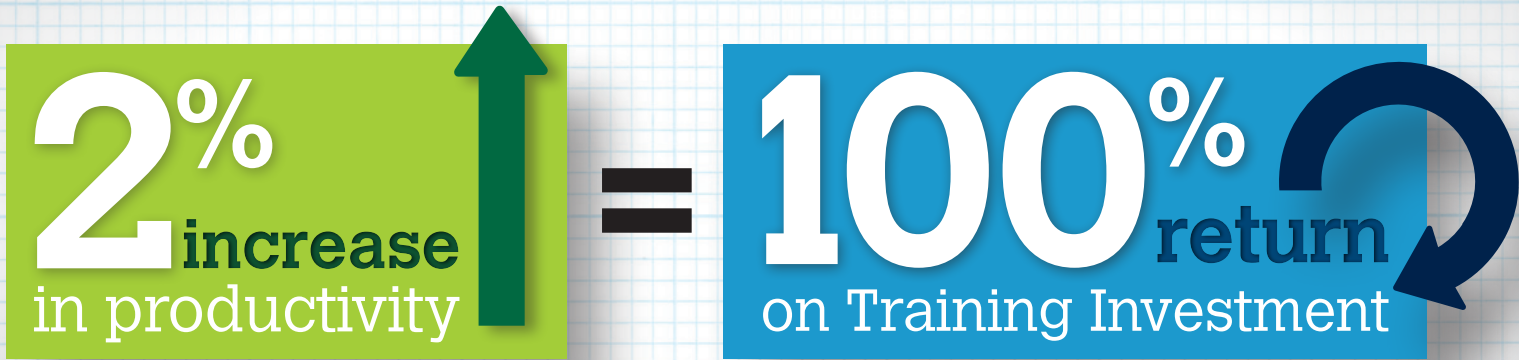
**8** Contact Center Forecasting:  
Improving Accuracy

**15** Contact Center Forecasting:  
Effective Tactics and Tools

**19-22** ICMI Symposium – Philadelphia, PA

**22** Understanding ACD Data:  
What You Need to Know and Why





CompTIA and Prometric, Global Training and Certification Study



## 6 Training Methods Designed to Fit Your Needs!



Symposiums



Virtual Classroom



Virtual OnDemand



Client Site



CIAC Certification



Industry Events

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

### ICMI

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US Postage  
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