

# Advancing Contact Center Quality Through Monitoring and Coaching



“Very informative course. This education helped to affirm our direction and also brought new and fresh ideas for our quality program.”

*Brent Curtis  
Manager, Customer Service,  
Fed Ex Freight*

## COURSE PRICE

**Classroom Course**  
\$1795

Virtual Classroom:  
Accelerated online  
learning in three daily  
2-hour sessions.  
\$895

## Client Site Course

A two-day course  
conducted at your  
location. Call for pricing

## REGISTER

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## Design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment.

Through ICMI's Advanced Contact Center Quality Through Monitoring and Coaching course, you'll discover how to bring out the best in every agent and deliver exceptional experiences to your customers.

You'll start right from the beginning defining what it takes to create a performance culture in your organization. You'll discover how to use your organization's mission statement to guide you in developing performance standards. From there you'll move on to the monitoring process: Why do we monitor? Who should monitor? How often? What should you be monitoring for? Armed with this information, along with sample forms and exercises, you'll develop your own monitoring form that meets your unique situation.

Finally you'll explore the ways to use the data you gather from monitoring to make lasting improvements in your contact center through coaching. You'll also role play and practice your coaching skills, so you learn by doing.

Developed for managers, supervisors, team leaders, and quality assurance personnel who need a thorough understanding of the monitoring and coaching process and want to learn ways to:

- ▶ Utilize monitoring and coaching practices that increase quality.
- ▶ Structure a program to increase agent satisfaction and reduces turnover.
- ▶ Build consensus and gain buy-in from the entire contact center.
- ▶ Align monitoring and coaching practices with hiring and training.
- ▶ Fine-tune monitoring and coaching skills.
- ▶ Leverage business intelligence mined from quality monitoring to improve processes across the board.

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## COURSE OUTLINE

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### Unit 1: A performance improvement culture

- ▶ Challenges of people management
- ▶ Increasing retention
- ▶ Powerful agent motivators
- ▶ Communication

### Unit 2: Define Goals

- ▶ Identifying the right performance standards
- ▶ Defining mission, vision and values
- ▶ Determining customer expectations
- ▶ Defining and documenting standards

### Unit 3: Measure Reality

- ▶ Developing an Effective Monitoring process
- ▶ Choosing type of monitoring and the frequency
- ▶ Ensuring all the quality of all contact types
- ▶ An overview of monitoring technology
- ▶ Creating the monitoring form
- ▶ Rating scales and scoring
- ▶ Calibration

### Unit 4: Achieve Goals

- ▶ Process Improvements
- ▶ Improving and developing training
- ▶ Communicating the voice of the customer
- ▶ Developing an Effective Coaching Process
- ▶ Benefits of effective coaching
- ▶ Making time to coach
- ▶ Types of coaching
- ▶ The value of praise

- ▶ Corrective coaching
- ▶ Coaching practice
- ▶ Creating Individual development plans

### Unit 5: Implementation strategy

- ▶ Turning theory into reality
- ▶ Your action plan

## About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.