

Contact Center Agent Coaching: Improving Performance Through Effective Coaching



"The variety and content of the ICMI seminars are invaluable to taking your call center to the next level."

Reye Kenney
Telecommunications Director,
Hagerty Insurance

COURSE PRICE

Virtual Classroom Course

\$299

Live, virtual two hour course.

On-Demand Download

\$299

Access course recording for 30 days.

REGISTER: icmi.com/training

WHO SHOULD ATTEND?

- Managers
- Supervisors
- QA Specialists responsible for coaching and performance development

Learn to effectively use constructive coaching and positive feedback to reinforce training and monitoring efforts for a dramatic change in contact center motivation and performance.

Through ICMI's *Contact Center Agent Coaching: Improving Performance Through Effective Coaching* virtual classroom course, you'll discover why coaching is not simply an event, but a relationship. Successful coaching begins with understanding the basic principles of consistent, positive communication and reinforcement. By imparting this knowledge, we'll help you create an action-oriented plan that will transform the way you provide feedback to your call center team members.

This virtual classroom 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 trainees. Through the SAFE coaching model, you'll learn a simple method for delivering specific, concise feedback to employees, and experience improved employee motivation and commitment to your call center's objectives.

This course covers:

- ▶ Giving feedback that will positively affect behavior in your call center
- ▶ Developing a coaching process that will get you the results you're looking for
- ▶ The SAFE Model: How to use it and why it works in almost any call center
- ▶ The pros and cons of various coaching techniques and when to use them, including "On the Fly" vs. "Formal Coaching"
- ▶ 7 coaching pitfalls to avoid

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COURSE OUTLINE

Module 1: Benefits of Effective Coaching

- ▶ Responsibility and consequences
- ▶ Two types of challenges

Module 2: Process

- ▶ Locate the source of the challenge
- ▶ Role of disciplinary action

Module 3: Model

- ▶ Individual vs. Group

Module 4: Seven Pitfalls: Evaluate Your Approach

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.