

Contact Center Basics: An Agent's Role in Contact Center Success



"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

\$299

Access course recording for 30 days.

REGISTER: icmi.com/training

WHO SHOULD ATTEND?

- Call Center Agents
- Team Leaders

Build agent commitment and motivation through a basic understanding of how contact centers operate and how individual agents contribute to the success of the entire organization.

Through ICMI's **Contact Center Basics: An Agent's Role in Contact Center Success** two-hour course, agents and team leaders will learn the basics of call center planning and how their individual contributions are critical to the smooth operation of the contact center.

Agents will explore the dynamic call center from their perspectives, as well as from the perspectives of the customer and the company. They'll define contact center management and delve into the reasons why the "right number of skilled people" is so important. More than just memorizing a definition, agents will come away with a basic understanding of how the three driving forces – random call arrival, the psychology of queues and the seven factors of caller tolerance – affect how staffing is calculated and how staffing affects service level.

Next agents will explore the basic nine steps involved in contact center planning and management. Your agents will come away with the knowledge of how service level and quality go hand-in-hand and how that affects the entire contact center.

Designed for agents and team leaders, both new and experienced, who need an understanding of the important role that agents play in overall operations, including:

- An overview of the contact center from the viewpoints of the customer, the company and the agent.
- The basics of the three contact center driving forces and the agent implications of the invisible queue.
- The fundamentals of contact center management and how each individual in the contact center affects the success of the operation.
- The key ways individual agents can have a positive impact on service to the customers and the work environment of their co-workers.

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COURSE OUTLINE

Unit 1: The Dynamic Contact Center

- ▶ Define the customer and company's perspective of the center
- ▶ Define incoming contact center management

Unit 2: Three Driving Forces of Contact Centers

- ▶ Random call arrival
- ▶ Psychology of queues
- ▶ Seven factors of caller tolerance

Unit 3: The Contact Center Planning and Management Process

- ▶ Review the nine steps

Unit 4: Key Performance Objectives for Individuals

- ▶ Quality monitoring
- ▶ Adherence to schedule
- ▶ Three areas of impact

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.