

Contact Center Culture: Motivation Through Collaboration



"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?

- Directors
- Managers
- Supervisors

Discover ways to build a positive contact center culture that will increase employee commitment, satisfaction, and retention.

An inspiring call center culture doesn't have to mean expensive benefits for employees. It's much more about the relationships and positive work environment that you are able to promote. Through ICMI's **Contact Center Culture: Motivation through Collaboration** course, you'll gain an understanding of the relationships and dynamics of culture and how it impacts employee commitment and performance, plus learn a framework for building a supporting culture under various organizational structures and conditions.

The course starts with an evaluation of your organization's culture. You'll define your culture and measure your current employee commitment and engagement levels. You'll learn the importance of culture and how it makes an impact on performance.

Next, you'll learn a framework that will guide you to building the type of culture that inspires employee commitment. By going beyond the typical rewards and recognition programs (although they certainly have their place in a positive culture), you'll understand what really motivates employees. You'll discover how leading by example, peer influence, trust and development are key components of creating lasting culture change.

Designed for directors, managers and supervisors who are responsible for employee satisfaction and retention and who want to:

- ▶ Understand what culture is and its importance to the contact center.
- ▶ Define the current culture and take steps to improve it.
- ▶ Increase employee retention through a positive workplace.
- ▶ Build a supporting culture that increases employee satisfaction.
- ▶ Promote to upper management the return on investment that culture programs have on commitment and performance.

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COURSE OUTLINE

Defining a Workplace's Culture

- Commitment and engagement levels
- Defined culture

Importance of Culture

- Rewards, recognition, incentives
- Motivation
- Lead by example
- Peer influence
- Ensure trust
- Purpose and self-respect
- Raised expectations
- Appreciation

Return on Investment

- High performing workforce

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.