

Contact Center Forecasting: The Fundamentals of 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 Download
\$299

Access course recording for 30 days.

REGISTER: icmi.com/training

WHO SHOULD ATTEND?

- Managers
- Supervisors
- Analysts responsible for workforce management

Gain a solid understanding of why forecasting is so important, who should take on the lion's share of forecasting responsibility and how to accurately predict the staff necessary to meet your objectives.

The most critical step in the workforce management process is the first one: forecasting call center workload. Without a solid forecast in place, the best staffing designs and schedule plans just aren't relevant. Through ICMI's *Contact Center Forecasting: The Fundamentals of Success* virtual classroom course, you'll learn the who, whats, whys and hows of forecasting so you can put together a goal-oriented action plan with clearly established roles and responsibilities.

This course starts with the basics by explaining exactly why the accuracy of your forecast affects the workforce plan. We'll break down the essential elements of an effective forecast. And from there, you'll learn ICMI's five major steps for successful forecasting.

ICMI will help you identify where to start measuring in order to conduct a complete workload analysis. This course breaks down the forecasting process into easy-to-understand segments with actual examples of proven worksheets and formulas you can implement in your call center.

This course covers:

- ▶ Forecasting basics: Top criteria for effective forecasting
- ▶ Determining responsibility: who should take charge of forecasting?
- ▶ ICMI's five major forecasting steps
- ▶ Real-world forecast breakdowns, worksheets and formulas
- ▶ Consequences of inaccurate forecasting

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COURSE OUTLINE

Module 1: Key measurements for forecast accuracy

- ▶ How to use historical forecasting well
- ▶ What is forecasting?
- ▶ Why is it important?
- ▶ Who needs to be involved?
- ▶ How is it done?
- ▶ How can we measure success?
- ▶ Investigate areas that require continuous improvement

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.