

Contact Center Metrics: Building Reports and Communicating their Meaning



"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
- Supervisors who want to drive the behaviors that are required for success using the right metrics at the right time

Take the data you've gathered and put it to good use. By applying metrics and developing the appropriate reports, you can harness information related to customer experience to positively impact call center performance.

You've identified KPIs and gathered the information that matters most to your organization. Now it's time to clearly present how it will be used to reach your call center's key improvement goals and assign specific action items to the appropriate people. Through ICMI's *Contact Center Metrics: Building Reports and Communicating Their Meaning* virtual classroom course, you'll learn how to most effectively apply what you've learned to create great reports that will help justify actions you feel need to be taken, including staffing decisions.

This course details how to begin applying the metrics you have selected as key performance indicators. We'll help you answer the question "who's responsible for what?" at the supervisor, manager and quality assurance, Workforce Management (WFM), and agent levels to establish the accountability that is crucial to using KPIs.

You'll learn ICMI's Seven Steps to Effective Reporting, so you can create reports to meet all stakeholder needs. We'll also review common pitfalls to avoid when creating and using reports. You'll even learn to go beyond static reports to learn how to link strategic initiatives with ongoing performance measures.

This course covers:

- Applying metrics at all levels of your organization: Who's responsible for what
- How to create reports that meet stakeholder needs
- ICMI's Seven Steps to Effective Reporting
- Sample reports for agents, managers and executives
- Reporting "no-no's": Common Pitfalls to Avoid
- Tips on communicating beyond the typical reports

Contact Center Monitoring: Building Reports and Communicating their Meaning



COURSE OUTLINE

Module 1: Applying the metrics or “Who’s responsible for what?”

- Call center manager
- Call center supervisor
- Quality assurance
- Workforce management team leader
- Call center frontline agent

Module 2: Developing reports that meet stakeholder needs

- Seven steps to effective reporting
- Pitfalls to avoid
- A word about format
- Sample agent/management/executive reports

Module 3: Developing reports that meet your needs

- Driving the behavior you need from outside departments
- ROI reports and calculations for equipment purchases
- Justifying the actions that you feel need to be taken
- Justifying the staffing numbers you need

Module 4: Going beyond static reports

Module 5: “Educational exchanges” with other departments

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.