

# Contact Center Monitoring: Creating Effective Monitoring Forms



"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](http://icmi.com/training)

## WHO SHOULD ATTEND?

- Managers
- Supervisors
- Coaches responsible for quality monitoring

## Learn how to create and best utilize the forms necessary for achieving your organization's monitoring objectives.

In order to accurately gather the data needed to measure performance and tailor your coaching sessions accordingly, you need a reliable tracking mechanism. When developed to reflect your call center's specific priorities, a monitoring form can be an excellent tool. It can serve as a record of interaction detail, provide written detail for coaching sessions, help organize data for call center performance analysis and act as a calibration instrument. ICMI's *Contact Center Monitoring: Creating Effective Monitoring Forms* will help you develop effective monitoring forms and teach you how to use them to gather and interpret your call center data.

This course offers action-oriented advice on what your monitoring forms should include and what they shouldn't. You'll learn exactly what impact your monitoring forms could have on the accuracy of your quality program and how they can affect agent acceptance of feedback and ratings. Get a handle on how many forms you may need and the type of data to be gathered. And start using ICMI's Six Steps to Monitoring Form Success to create forms that will invigorate your program by prioritizing and focusing on the right performance standards.

Whether you're a new organization looking to launch a monitoring program from scratch or seeking to improve upon a program in place, ICMI's *Contact Center Monitoring: Creating Effective Monitoring Forms* virtual course will put you on track for success.

### This course will answer:

- ▶ What is a monitoring form? Why does my organization need one?
- ▶ How do I best leverage call center data across my organization?
- ▶ What are the necessary components of a good monitoring form?
- ▶ How do I create a scoring methodology to support my program's goals?
- ▶ What are ICMI's 6 Critical Steps to Monitoring Form Success?

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## COURSE OUTLINE

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### **Module 1: What Is a Monitoring Form?**

### **Module 2: Leveraging the Data**

- ▶ Individual performance and improvement
- ▶ Contact center process improvement
- ▶ Organizational process improvement

### **Module 3: Spotlight on the Form**

### **Module 4: 6 Steps to Monitoring Form Success**

#### **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.