

# Contact Center Monitoring: Setting Agent Performance Targets



"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

## Get the most out of monitoring by establishing performance standards that will achieve optimum results within your call center.

If your organization's goals include building rapport, satisfying customers and making sales, it's time for a monitoring program that's tailored specifically towards achieving these results. ICMI's *Contact Center Monitoring: Setting Agent Performance Targets* course will put you on the fast track to creating a program fully focused on your call center's mission.

Specific and measurable agent performance standards are the cornerstone of a successful monitoring program. Lay the groundwork for your program by establishing agent performance standards that drive successful interactions on the phone or through other means of communication. We'll show you step-by-step how to determine the right contributors, use customer expectation and mission to guide you, and identify "sticky standards" when deciding how to measure success. This course will also help you properly adjust your organization's monitoring process for email and text chat.

Whether you're creating new performance objectives or want to revitalize your existing standards, ICMI's *Contact Center Monitoring: Setting Agent Performance Targets* will help you determine the performance targets that will best communicate your priorities.

### This course covers:

- ▶ Activity vs. Results: establishing performance standards in line with your specific goals
- ▶ Performance Standards in 5 Steps: ICMI's proven approach to blueprinting your best plan
- ▶ Online Considerations: Fine tuning the process for customer communications via email and text chats

# Contact Center Monitoring: Designing a Program that Achieves Results



## COURSE OUTLINE

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### **Module 1:** Activity vs. Results

### **Module 2:** Performance Standards in 5 steps

- ▶ Customer expectations vs. performance standard
- ▶ Sticky standards

### **Module 3:** Online Consideration

- ▶ Using 5 step process
- ▶ Adjust required behaviors
- ▶ Document
- ▶ Communicate
- ▶ Monitor and update

## **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.