

Contact Center Metrics: What Metrics Matter and Why



"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

Go deep into the study of metrics and discover how to begin determining what data your call center should be collecting and how this information can make or break your ability to positively impact performance.

Contact centers are saturated in data, but are you measuring what matters? Through ICMI's *Contact Center Metrics: What Metrics Matter and Why* virtual classroom course, you'll get a handle on what key performance indicators (KPIs) are and which ones matter most when it comes to meeting your call center's strategic goals.

By labeling certain metrics as key performance indicators (KPIs), organizations can better identify what is important and clearly communicate what their team should work on. We'll help clarify the terminology associated with metrics and apply them step-by-step to various real world measurement objectives relevant to most call centers.

This course covers the five categories of KPIs and reviews with a critical eye the most common KPIs and the advantages and disadvantages of each. Most importantly, you'll discover which KPIs you should measure, even if you measure nothing else. In addition, ICMI will reveal common pitfalls to avoid and help you zero in on the most critical improvement objectives related to your mission.

This course covers:

- ▶ KPIs: What are they and why every call center should have them
- ▶ Decoding the terminology of metrics—understanding the basics Real world measurements and objectives for: accessibility, quality, efficiency, cost performance and strategic impact
- ▶ A review of the four levels of training evaluation
- ▶ ICMI's biggest pitfalls to avoid
- ▶ The "must measure" list for every call center

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COURSE OUTLINE

Module 1: KPIs - What are they and why do you need them?

- Definitions, Calculation, Data Source, Value

Module 2: Accessibility metrics

- Service level by day vs. by interval

Module 3: Quality metrics

- Using quality data for trending
- How to measure first contact resolution

Module 4: Efficiency metrics

- How accurate should your forecast be?
- What does occupancy really mean?
- How to handle average handling time

Module 5: Cost performance metrics

- Can a rising cost per call be a good thing?

Module 6: Strategic impact metrics

- How to calculate turnover in a meaningful way
- How to demonstrate the strategic value of your center

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.