

# Contact Center Operations: An Introduction to the Seven Fundamentals



"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

\$299

Access course recording for 30 days.

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## WHO SHOULD ATTEND?

- Managers
- Supervisors
- Front Line Agents
- Team Leaders
- Colleagues from other Departments

## Seven fundamental operating principles of contact centers that will boost your understanding of how this unique business environment works and what it takes to be successful.

Operating a successful contact center encompasses a unique set of rules, measurements and principles that are often not immediately apparent – and may even seem contradictory at times. Through ICMI's *Introduction to the Seven Fundamentals* virtual classroom course, you, your team, and even those in your organization outside the contact center will gain a better understanding of why the contact center operates as it does.

You'll discover why contact centers are increasingly becoming "mission critical" as a hub of communication between customers and your organization, as well as how your customers' expectations are changing the roles of contact centers.

Most importantly, this course gives an overview of the seven fundamental principles that govern the operation of a successful contact center, so you can make better decisions and increase the level of understanding about contact center operations throughout your entire organization.

Designed for contact center employees, including managers, supervisors, and agents, as well as colleagues from other departments, who want to develop knowledge and understanding in these critical areas:

- ▶ The three driving forces of contact centers, including queuing theory, caller tolerance, and random call arrivals.
- ▶ The link between resources and results, including scheduling and workload and call load forecasting.
- ▶ How service levels and quality work hand-in-hand.
- ▶ Why an improvement in service level leads to a decline in productivity, including the principles of occupancy.
- ▶ Why you need more staff on the schedule than on the phone, including scheduling to meet workload demands and understanding rostered staff.
- ▶ The relationship and integration of staffing and telecommunications budgets, including why the costs must be budgeted together.
- ▶ How contact centers are being changed by higher customer expectations, multichannel contacts, and the Internet and social media.

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## COURSE SLICK

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### Unit 1: Discuss your Role in the Contact Center

- ▶ What Do Your Customers Expect from Your Contact Center?
- ▶ Customer Expectations
- ▶ Define Incoming Contact Center Management

### Unit 2: Seven Critical Issues

- ▶ Three Driving Forces
  - Random Call Arrival
  - Psychology of Queues
  - Seven Factors of Caller Tolerance
- ▶ Direct Link Between Resources and Results
  - The Planning and Management Process
  - Two Major Categories of Inbound Transactions
  - Forecasting
- ▶ Service Level and Quality
  - Service Level Increase will Implicate Quality in a Negative Way
  - Measuring Productivity
- ▶ Improving Service Level can Decline Productivity
  - The Use of Rostered Staff Factor (RSF)
  - Scheduling Considerations
  - Increasing Staff on Schedule
- ▶ Staffing and Telecommunication Budget Improvements
  - Cost of Delay

### Unit 3: Increasing Demand on Contact Center Agents

- ▶ Desirable Agent Skills
- ▶ Key Performance Objectives
- ▶ Monitoring Considerations

### 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.