

# Designing a Contact Center Incentive Program that Drives Results



"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.

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## WHO SHOULD ATTEND?

- Managers
- Directors
- Quality Assurance Specialists

## Discover the critical elements of designing and implementing an incentive program that is simple, fair, and motivates your employees to greater productivity.

Although incentive plans are fraught with danger, well-executed plans carry a high ROI, including increased productivity and performance. Done poorly, incentive plans can backfire, leading to employee dissatisfaction and dissension. Through ICMI's *Designing a Contact Center Incentive Program that Drives Results* course, you'll learn the best way to evaluate and design a program that really gets performance and productivity results.

Starting with a blueprint for employee peak performance, you'll discover how incentives work as part of an overall performance strategy. To guarantee the success of your incentive program, it is essential that it supports your business strategy. You'll learn how to forge a link between your desired business outcomes and the contributions of your employees.

Having determined whether (or not!) an incentive program is right for your organization, you'll use a proven 10-step incentive design implementation process to create the right program for your needs, both on the service side and on the sales side. You'll learn what works and what doesn't, how to determine who should get incentives, and how to implement and effectively communicate the program to your employees.

Whether you are just thinking about adding an incentive plan, or have one in place that you would like to tweak, this course will guide you through all the steps and strategies you need to design incentives that will drive the performance and productivity results you want.

Designed for contact center directors, managers, and quality assurance specialists who are responsible for performance management, this course will prepare you to:

- Determine if an incentive program is right for your organization.
- Make a business case for adding an incentive program to your compensation plan.
- Answer the three questions most upper management compensation committees will ask.
- Use a 10-step process to design an incentive program that meets business and employee needs and is easy to administer.
- Identify and avoid common incentive problems and mistakes.
- Learn the top 10 tips for incentive program success.

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## COURSE OUTLINE

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### Unit 1: Determine if your incentives are working

- ▶ Peak Performance Blueprint
- ▶ Determine if Your Incentives are Working
- ▶ Peak Performance Blueprint
- ▶ Develop a Business Case for Incentives
- ▶ What is an Effective Incentive Plan?

### Unit 2: Create an incentive management system that drives

- ▶ Ten Step Incentive Development Process

### Unit 3: The role of team incentives and contests

- ▶ Individual vs. Group

### Unit 4: Well-executed incentive plan carry a high ROI

### Unit 5: Top ten incentive recommendations

### Unit 6: Software automation and award providers

### Unit 7: Develop a business case for incentives

## 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.