

# Essential Skills and Knowledge for Effective Contact Center Management



“This course is a ‘must’ for anyone who cares about their customers, staff, and the quality of their call centers.”

*Jacqueline Davis  
Customer Service Manager,  
Essex Dental Benefits*

Whether you are new to customer contact centers, or a veteran in search of a reliable refresher, this course will prepare you to deliver services that will maximize business results.

## COURSE PRICE

### Classroom Course

\$1695

Interactive two-day course with your peers.

### Client Site Course

Call for pricing

A two-day course conducted at your location.

## REGISTER

[icmi.com/essential](http://icmi.com/essential)

## The fundamental principles of contact center management that equip call center management professionals to build exceptional operations and careers.

Advance the success of your call center and achieve your professional career goals with a solid foundation in planning and managing an exceptional call center through ICMI's *Essential Skills and Knowledge for Effective Contact Center Management* training course. This is ICMI's flagship course – the highest rated in the industry and attended by more key call center management personnel than any other contact center course available.

Evolving customer expectations, the rise of social media, proliferating contact channels, and the heightened strategic role of customer services are changing contact centers dramatically. You'll learn how to apply the core principles of managing a contact center to these critical new environments.

This course is guaranteed to give key staff involved in resource planning, call center analysis, and performance reporting the tools necessary to make real, lasting, bottom-line financial impact.

This course, designed for directors, managers, and supervisors responsible for customer service, sales, claims, reservations, information centers, helpdesks, emergency services, and consumer affairs, will equip you with breakthrough strategies to:

- ▶ Create an effective planning process that will improve quality and efficiency.
- ▶ Reduce call center costs and improve your bottom line.
- ▶ Meet service levels consistently and measurably
- ▶ Forecast the workload and create schedules that meet the needs of customers and employees.
- ▶ Improve performance by choosing the right metrics and goals.
- ▶ Manage a wide range of access channels, including social media.
- ▶ Win the support and recognition of senior management.

# Essential Skills and Knowledge for Effective Contact Center Management



## COURSE OUTLINE

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### Unit 1: The Dynamic Contact Center Profession

- ▶ Define Contact Center Management
- ▶ Describe the Contact Center Management Profession

### Unit 2: The Planning and Management Process

- ▶ The driving forces of contact center
- ▶ An effective planning process
- ▶ Service level and response time
- ▶ Acquiring the data you need
- ▶ Forecasting the workload
- ▶ Staffing the right way
- ▶ Indispensable calculations and projections
- ▶ The implications of the “immutable laws”
- ▶ Organizing effective schedules

### Unit 3: Effective Real-Time Management and Recovery

- ▶ Real-time management versus recovery
- ▶ Building a real time response plan
- ▶ Real time response options

### Unit 4: Quality and Productivity

- ▶ Improving quality and efficiency
- ▶ Continuous quality improvement
- ▶ Performance measurements
- ▶ Cultivating collaboration and buy-in throughout

### Unit 5: Summary and Next Steps

- ▶ Examine Characteristics of Leading Contact Centers
- ▶ Recognize Ways to Further Your Professional Development
- ▶ Identify Actions to Improve 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.