

# Measuring Contact Center Effectiveness



"I very much enjoyed the atmosphere and attitude. The coursework will be referenced frequently."

*Nathan Howes  
Client Manager,  
Christian Science Publishing Society*

## COURSE PRICE

### Classroom Course

\$945

Interactive one-day course with your peers.

### Client Site Course

Call for pricing

A one-day course conducted at your location.

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## Find out which metrics are the most important to identify, measure, track, improve and communicate to make the biggest impact on the effectiveness of your contact center.

Metrics help you define and measure progress toward contact center goals. Through ICMI's Measuring Contact Center Effectiveness, you'll determine which metrics you should be tracking to support your contact center strategy, the relationship between those metrics, and how to analyze the accrued data to improve your operations.

You'll start by defining the metrics that reflect your strategy and how you can use them to drive behavior. You'll also go through six metrics themes that will guide you in measuring what matters.

Next you'll study five major categories of metrics. For each category, you'll gain an in-depth understanding of the primary and supporting metrics for each category and the correct use of these metrics.

You'll learn how these key metrics are interrelated and how to report your progress. Through practical, proven techniques, you'll leverage key metrics findings so you can identify the root causes of inefficiencies in order to make corrections for improvement. You'll also be able to quantitatively highlight your successes.

Designed for directors, managers, analysts, and supervisors who are responsible for measuring and reporting and who want a deeper understanding of the metrics that drive contact center strategy, including:

- ▶ Setting key performance indicators.
- ▶ Calculating, choosing and evaluating service level.
- ▶ Evaluating quality through monitoring.
- ▶ Measuring forecast accuracy.
- ▶ Determining overall contact center return on investment.
- ▶ Quantifying impact of service delivery on customer satisfaction.

# Measuring Contact Center Effectiveness



## COURSE OUTLINE

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### Part 1: Understanding Metrics

#### Module 1: Establishing a Shared Vision

- ▶ Reports and benchmarking can be misleading
- ▶ Metrics are interrelated
- ▶ Begin with your strategy in mind
- ▶ Customer, business and employee needs

### Part 2: Accessibility

- ▶ Calculating service level
- ▶ Choosing your service level
- ▶ Evaluating service level
- ▶ Response time
- ▶ Abandonment
- ▶ Average speed of answer vs. service level

### Part 3: Quality

- ▶ Evaluating quality through monitoring
- ▶ Evaluating quality through customer feedback
- ▶ The cost of errors and rework
- ▶ Defining first contact resolution
- ▶ Common pitfalls when measuring first contact resolution

### Part 4: Efficiency

- ▶ Measuring forecast accuracy
- ▶ Setting adherence to schedule goals
- ▶ Understanding occupancy
- ▶ Managing average handling time

### Part 5: Quality

- ▶ Performance against budget
- ▶ Choosing a revenue KPI

- ▶ Evaluating cost per contact
- ▶ Determining average call value
- ▶ Overall call center return on investment

### Part 6: Strategic Impact

- ▶ Quantifying impact of service delivery on customer satisfaction
- ▶ Assessing employee satisfaction
- ▶ Calculating turnover
- ▶ Supporting activities

### Part 7: Application

- ▶ Interrelated measures
- ▶ Reporting
- ▶ Ongoing communication
- ▶ Example reports

## 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.