

Mastering Contact Center Financials: Strategies for Planning, Measuring, and Reporting



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.

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Learn how to develop and manage an effective contact center budget.

Call centers typically have larger budgets that have a bigger impact to the business and require more coordination of multiple departments; this course breaks down these specifics. Plus, you will gain the knowledge of accounting and finance required to build a business case to earn support for expeditors by promoting the value of the call center's contribution to the organization.

This intensive two-day course is designed to provide contact center professionals with a solid understanding of strategic analysis to make better decisions and improve performance through planning and building a strong contact center budget, measuring overall financial performance, and reporting results back to the business.

Walk away with call center budget templates, cost models, and Excel tips to make real, sustainable, bottom-line financial impact. Participants will also come away with practical, proven techniques for measuring hard to measure things such as: the value of a training, quality, and workforce management program ROI. Further, you'll be able to understand how to, quantify the contact center's contribution to customer loyalty.

Designed for managers, directors, and executives responsible for call center financial performance that have a solid understanding of contact center planning and operations. This course will equip you with strategies to:

- Secure the funds necessary to effectively & efficiently manage a call center
- Evaluate the financial performance of your call center
- Provide tools to assess the effectiveness of resolution utilization
- Maintain focus through budgeting on each area of operations regarding a call center
 - Accessibility
 - Cost Performance
 - Efficiency
 - Quality
 - Strategic Value
- Establish communications with key financial stakeholders (e.g., CFO) that will gain understanding and support of the budget

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COURSE OUTLINE

Unit 1: Planning and Budgeting

- ▶ Difference between Planning & Budgeting
- ▶ Why Centers Budget
- ▶ Planning the Budget & the Need for a Solid Forecast
- ▶ Types of Expenses & How to Categorize
- ▶ Creating an Annual Budget and Securing Support

Unit 2: Tracking the Budget

- ▶ Comparing Actual Budget
- ▶ Analyzing Variances
- ▶ Taking Actions Based on Variances
- ▶ Continually Assess & Refine

Unit 3: Financial Performance

- ▶ Financial Performance vs: Strategic Performance
- ▶ Evaluating Costs from Different Perspectives
- ▶ Hidden Costs
- ▶ (Often) Un-Credited Contributions
- ▶ Revenue Measurements
- ▶ Ratios and Other Useful Tools

Unit 4: Interaction and Key Performance Indicators & Strategic Drivers

- ▶ Strategic Drivers
- ▶ Using KPI's to Focus Activities that Support Financial and Strategic Performance
- ▶ Interrelationship of KPIs
- ▶ Conflicting KPIs

Unit 5: Using Funds

- ▶ Gaining Support
- ▶ Busy Season=Spend More
- ▶ Choosing Projects

Unit 6: Promoting the Center

- ▶ Value Contribution of the Call Center
- ▶ Key Processes the Center can Impact
- ▶ Creating the Business Case
- ▶ Defining Benefits
- ▶ Tools for Improving
- ▶ Measuring Success

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.