

"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 \$499

Live, virtual four hour course.

On-Demand \$499

Access course recording for 30 days.

REGISTER: icmi.com/training

WHO SHOULD ATTEND?

- Managers
- Supervisors

Discover the critical strategies, measurements, and tactics for fine tuning the efficiency and productivity of your call center – without adding staff.

In an economy where you are expected to maintain services levels without adding additional agents or supervisors, ICMI's *Optimizing Your Contact Center Resources*, two-part virtual classroom course will teach you the contact center-specific workforce management strategies you need to make the most of what you have.

You'll start with taking a look at your recruitment and training practices to find ways to minimize the costs of finding, interviewing, and acquiring staff. Through a few simple baseline measurements of your current hiring process, you'll discover where your best agents come from and what characteristics they share so you can lower the cost of washout and attrition.

Since the bulk of contact center costs come from staffing, staffing with precision is the key to successful workforce management and cost optimization. You'll learn the pitfalls of overstaffing and understaffing, as well as the processes and formulas you need to accurately forecast your workload. You'll even assess the accuracy of your forecasting to improve your skills at having the right number of people at the right time in your contact center.

Through this course, you'll learn how to focus your energies on the areas of resource planning that have the most impact on your bottom line, including:

- ▶ Techniques for shaving valuable seconds from agent handling time.
- ▶ Approaches to reducing unwanted calls.
- ▶ How to strike a balance between pooling and tiered service to increase efficiency.
- ▶ Where to find hidden shrinkage factors and how minimize them.
- ▶ How to measure and increase adherence for greater productivity.

Designed for managers and supervisors with contact center operation responsibilities, you'll discover:

- ▶ The vital factors and processes that affect productivity and quality and how to tweak them to improve service levels, even when staff levels are held constant.
- ▶ How to master the critical balance between cost optimization, customer needs and the financial goals of your organization.
- ▶ The best kept optimization secrets of hiring, training, performance, forecasting and measurement that will help you maintain (or even improve!) service levels using fewer resources.

COURSE OUTLINE

Part 1

Unit 1: Basic Principles

- Identify Approaches
- Evaluate Activities
- Customer Requirements

Unit 2: Strategic Issues

- Call Avoidance
- Reduce AHT
- Pooling
- Shrinkage
- Adherence to Schedule
- Hybrid Solutions

Unit 3: Cost Structure

- Hidden Costs of Turnover
- Cost of Acquisition

Unit 4: Staff Acquisition and on Boarding Costs

- Recruitment and Selection
- Hiring Process
- Training
- People Management
- Tenure and Turnover

Unit 5: Forecasting

- Improvement
- AHT
- Gap Analysis
- Measuring

Part 2

Unit 1: Affects of your Ability to Achieve Service Level Goals

- Staffing Basics
- Call Avoidance

Unit 2: Operational Elements

- Reduce AHT
- People VS Systems

Unit 3: Performance Management Issues

- Risks
- Working on Adherence

Unit 4: Review

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.