

The Principles of Effective Contact Center Management



"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?

- Directors
- Managers
- Analysts
- Supervisors

Build a more efficient and effective call center using the core principles of contact center management.

Contact center management is the art of having the right number of skilled people and supporting resources in place at the right times to handle an accurately forecasted workload, at service level and with quality. But this is easier said than done without understanding the core principles that drive contact centers to success.

In ICMI's *Principles of Effective Contact Center Management* two-part virtual classroom course, call center guru Brad Cleveland outlines the step-by-step fundamentals for mastering the critical skills, principles, and metrics needed to meet today's demanding contact center environment and raise the level of value for your entire organization.

You'll start with defining call center management and how that concept defines your activities and outlook. Then you'll identify and explore the three driving forces of contact centers and how these forces shape the flow and service levels of your organization.

You'll review the nine practical and proven steps that are essential for effective planning and management to come away with a clear strategy for setting objectives, collecting data, accurately forecasting, and tracking your progress. Most importantly, you'll also learn the six unchangeable laws of call center dynamics and how they relate to planning and forecasting.

Designed for directors, managers, supervisors, and analysts who want to understand and leverage the principles needed to manage a successful contact center, including:

- Defining contact center management and the challenges faced by managers.
- Identifying and understanding the three driving forces of call center dynamics.
- Mastering the nine essential steps to effective resource planning.
- Uncovering the six immutable incoming call center laws.
- Understanding the relationship of quality and service level.

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COURSE OUTLINE

Part 1

Unit 1: Define Contact Center Management

Unit 2: How Should that Definition Shape your Activities and Outlook?

Unit 3: Identify Three Driving Factors of Contact Center Dynamics

Unit 4: Review the Nine Steps to Effective Resource Planning

Unit 5: The Types of Work Contact Centers

Unit 6: Identify Immutable Incoming Contact Center Laws

Unit 7: Understanding the Organization Wide Nature of the Steps to Effective Resource Planning

Unit 8: Setting Objectives

- Collecting Data
- Using Work Modes Correctly
- Forecasting
- Staffing and Scheduling
- Tracking Progress

Part 2

Unit 1: The Immutable Laws of Call Centers

Unit 2: Staffing and Service Level

- Occupancy and Schedule Adherence
- Staffing Versus System Requirements
- Pooled Versus Specialized Groups
- The Law of Diminishing Returns
- The Power of One Person

Unit 3: Understand the Relationship of Quality and Service Level

Unit 4: Understanding and Improving Quality – From Top to Bottom

Unit 5: Looking Ahead: Is There Another Level of Value? (Yes!)

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.