

Understanding ACD Data: What You Need to Know and Why



"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
\$299

Live, virtual two hour course.

REGISTER: icmi.com/training

WHO SHOULD ATTEND?

- Managers
- Supervisors
- Agents

Discover which Automated Call Distribution statistics and formulas are the most critical and how to use them to measure and improve your call center success.

Contact centers have an abundance of data, but how do you use that data to actually improve productivity? Through the virtual classroom course, *Understanding ACD Data*, you'll understand exactly how to use the most important data to benchmark your call center's performance, monitor your agents' productivity, and predict call volume and peak traffic times.

You'll sort through the complex maze of contact center data to focus on the key indicators that will make the most difference. You'll also learn how and where to begin using current and historical data to develop real time management and staffing strategies.

Most importantly, you'll learn and master the critical formulas needed for the key performance indicators such as service level, average speed of answer, abandonment rate, occupancy, average handling time, average talk time, and average after call work time. These indicators will allow you to leverage data to push your contact center into peak performance.

Designed for managers, supervisors, and agents who need an in-depth understanding of how to use ACD data to better assess call center performance, including:

- ▶ Determining which ACD statistics are the most relevant so you can focus on that data can improve performance.
- ▶ Understanding what service level really measures and why it is one of the most important indicators.
- ▶ Mastering the formulas and equations behind service levels, average speed of answer, and occupancy for a complete understanding of reporting.
- ▶ Choosing agent productivity indicators tied to overall business goals.

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COURSE OUTLINE

Unit 1: Key Performance Indicators

Unit 2: Contact Center Performance

Unit 3: Agent Group/Queue Performance

Unit 4: Individual Agent Performance

Unit 5: Knowing the Pulse of You Contact Center

Unit 6: Source Versus Destination Perspective

- ▶ Choosing a Service Level Objective
- ▶ When to Measure the Customer Experience

Unit 7: Understanding Service Level Equations

- ▶ Choosing the Appropriate Equations for you Contact Center
- ▶ Source Metrics to Measure the Customer Experience
- ▶ Destination Metrics for an Agent Group

Unit 8: Agent Metrics for Evaluation Productivity

Unit 9: How to Use Historical Data and the Real-Time ACD Data to Better Manage your Contact 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.