

# Client Success Story

Essential Skills and Knowledge for Effective Contact Center Management



## EXECUTIVE SUMMARY

### Company:

A nationwide insurance company

### Challenges:

100+ contact centers geographically dispersed

Handles various issues

Lacked consistent process, tools, terminology & metrics

Each contact center at a different level of "maturity"

### Solutions:

Deliver *Essential Skills & Knowledge for Effective Contact Center Management*

Provide internal benchmarks

Share best practices

Data from the other company-based contact center environments

Offer consistent terminology, processes, tools & metrics

### Results:

Delivered nearly 30 seminars and 1,000+ leaders have attended training

Offers processes that are consistent

Employees happy; customers receive a higher level of service

Leverage learning with new contact centers

Company brand protected

Referred ICMI's consulting group for engagement with another division

## Background & Challenges

A nationwide insurance company with more than 100 contact centers which support internal customers, insurance agents and individual policy holders. The contact centers handle issues including claim status, life and auto insurance as well as questions related to banking, IT issues, and human resource support.

The company contacted ICMI's Training department to deliver training to contact center professionals in their contact centers. The company is very large, geographically dispersed with a variety of tools, processes terminology and metrics. This is largely due to the different levels of maturity of each contact center as well as the amount of time each of the centers have been in existence.

"Offering our Essential Skills and Knowledge training course was a critical element in our customer's corporate strategy to drive consistent, cost effective, efficient and flexible enterprise-wide contact center processes that exceed the customer's expectations and reflect their strong brand."

— Rose Polchin, Senior Consultant,  
Organizational Learning & Development, ICMI

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Essential Skills and Knowledge for Effective Contact Center Management



## Solutions

After conducting a needs analysis ICMI concluded that the organization would benefit from its *Essential Skills and Knowledge for Effective Contact Center Management* training course. The course was designed to provide:

- ▶ Internal benchmarks
- ▶ Share best practices
- ▶ Provide data from the other contact center environments within the company
- ▶ Offer consistent terminology, processes, tools and metrics
- ▶ Provide best practices from contact centers outside of the organization

ICMI's training ensured that the contact center professionals have consistent information on tools, processes, support and the future direction of the contact center. For many of the contact center professionals ICMI's Essential Skills and Knowledge course was the first time these professionals had received training that specifically addressed contact center management. Not only did the training validate what they learned through experience, but it also provided the managers with an opportunity to hear and learn from each other. It also empowered the managers with new information and techniques.

## Results

The customer was very pleased with ICMI's training and referred ICMI's consulting group for an engagement with another division of its company. This follow-on work led to a multi-site assessment of the company's disaster claims division.

“The company has gained traction from having leaders who can effectively communicate. It also allows them to protect their brand, deliver consistent experiences and provide their leaders with the knowledge and tools they need to do their jobs effectively. In addition, they can leverage their overall strategy to be the leader in their industry.”

— Rose Polchin, Senior Consultant,  
Organizational Learning & Development, ICMI

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:

▼  
: **Resources & Insight:**  
: Your source for the most  
: relevant and independent  
: industry news, interactive  
: forums, research, webcasts,  
: and other dynamic customer  
: management content

▼  
: **Training & Certification:**  
: Highly interactive classroom,  
: onsite, and live virtual  
: classroom training programs  
: with educational resources for  
: continued learning

▼  
: **Events:**  
: More than twenty years of  
: cutting-edge and practical  
: content, insightful industry  
: experts, and productive  
: networking opportunities

▼  
: **Consulting:**  
: Industry veterans helping  
: customer-centric companies  
: make powerful, lasting  
: improvements to their  
: customer experiences —  
: and the bottom line