



INTRODUCTION

A contact centre is a vital part of today's successful businesses. Every one provides contacts through various media but there are very few organizations that operate a fully optimized contact centre. Contact centres are built on five pillars of 'Strategy', 'People', 'Process', 'Technology' and 'Facilities'. Managing an efficient and effective contact centre requires harmony between all these pillars (how they operate and how they impact each other).

This workshop, provides better understanding of these pillars, how they relate to each other, how to measure and manage their efficiency and effectiveness and finally how to optimize the operations based on the overall direction of the organization.

This workshop includes a simplified assessment survey benchmarking attendees' contact centres against best-in-class organizations. With the results of this survey, participants can focus on the key areas for improvement and create a customized improvement plan for their centres.

QUICK FACTS

Who Should Attend?

This program is ideal for contact centre managers and directors who want to gain full understanding of how to evaluate the operation of their centre and where to look for improvements. The proposed training will focus on understanding contact centre operations and tools and techniques for effective management of it and for continuous improvement of the centre.

Number of Days

2 Full-days

CCSP® Designation Qualified Course

Yes - Qualified course for CCSP® Designation

Program Objectives

This program is designed to teach you how to:

- How the contact centre pillars relate to and impact on each other
- How to measure what is most important to your centre (aligned with your strategy)
- How to position your contact centre as an asset for the organization
- How to measure, manage and improve the performance of your agents
- How to manage and improve the operation of your centre

Highlights You Will Learn

- The true value of your contact centre
- What is important to your centre and root causes to its results
- Strategic performance measurements
- How to improve the quality of customer contacts while increasing the efficiency of the operation

Training Format

Our interactive and engaging workshops leverage adult learning principles to ensure sustainability of training. This is accomplished by embedding select training techniques, including but not limited to:

- Pre-course survey and Self Study (sent prior to workshop)
- Team Building Activities & Breakout Sessions
- Self-Assessments & Quizzes
- Client-Specific Role Plays
- Case Studies Materials and Resources

SUGGESTED COURSE CURRICULUM



Module 1.0 – Contact Centre Concepts and the Practice of Management

- The Purpose and Mission of the business
- Role of the Contact Centre in providing remarkable customer service
- Contact Centre evolution and its strategic positioning
- Contact Centre pillars: People, Process, Technology



Module 2.0 – Contact Centre Processes

- The impact of process on the Centre's bottom line
- Interdependencies of processes
- Journey Mapping Practices



Module 3.0 – Strategic Performance Measurement and Reporting

- The how and the why of Performance Management
- The concept of the Balanced Scorecard by Norton and Kaplan
- How to construct an organizational Balanced Scorecard
- Looking at the big picture
- Key metrics for tracking Contact Centre performance
- How to understand and apply these key metrics



Module 4.0 – Performance Management (and Improvement) in Contact Centres

- Efficiency versus effectiveness measures
- Creating a balanced scorecard
- Contact Centre positioning



Module 5.0 – Performance Management: People

- Skill & Knowledge Transfer (Training, Coaching, Quality Listening)
- Scorecard and improvement
- Rewards & Recognition



Module 6.0 – Fundamentals of Technologies & Workforce Management

- Contact Centre Technologies
- Role of Technology
- Emerging Technology
- Forecasting & Scheduling



Module 7.0 – Improvement Plan

- Outsourcing Fundamentals
- Work at Home Agents
- Best Practices



This program can be delivered on-site and customized to your specific needs.

Contact us for details.

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