



Contact Centre Operations & Management

INTRODUCTION

A contact centre is a vital part of today's successful businesses. Everyone interacts with customers through various mediums – phone, email, social media, but very few organizations operate a fully optimized contact centre.

The fundamentals of contact centres are built on the 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 2-day 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. You'll discover why contact centers are increasingly becoming "mission critical" as hubs of communication between customers and your organization, as well as how your customers' expectations are changing the roles of contact centers

Course content covers tactical management responsibilities, from the most fundamental tasks of hiring, training, coaching, maintaining morale, forecasting, scheduling, and using performance metrics; all the way through quality assurance, cost management, strategy, and leadership.

To build relevant, actionable context into course learnings, this workshop includes a simplified assessment survey which benchmarks 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.

Program Objectives

This program is designed to teach you how to:

- Understand the importance and value of a contact center and the related processes
- Manage operational performance and foster a productive team cultural and moral
- Determine and implement the right KPIs for your contact centre
- Building an improvement plan to bring your contact center to the next level

Highlights You Will Learn

- Assess the current state of the contact centre and understand how the driving forces behind it work together
- How service levels and quality work hand-in-hand to implement the right KPIs for the contact centre
- How to establish quality monitoring requirements for the call center
- Understand the impact of various processes on operational performance, and how to optimize them
- Understand customers – what they need and value, and how to deliver service aligned to that
- Learn best practices for contact centre technologies
- Establish training plans for mentoring, and on-going training and guidelines for facilitating effective training meetings and coaching sessions
- Uncover keys to building a successful motivation and retention plan
- Best practices for forecasting call volume, call work load, and scheduling staff

COURSE OVERVIEW

QUICK FACTS

Who Should Attend?

- Call center managers, help desk managers, supervisors, & experienced team leaders
- Managers and executives with call center oversight
- Recently promoted supervisors and team leads

Number of Days

2 Full-Days

CCSP© Designation Qualified Course

Yes

Training Format

Our interactive and engaging workshops leverage adult learning principles to ensure sustainability of training. Our training approach is comprehensive, engaging and designed to enable a productive and inspiring experience for participants. This is accomplished by embedding select training techniques, including but not limited to:

- Team Building Activities & Breakout Sessions
- Self-Assessments & Quizzes
- Client-Specific Role Plays
- Case Studies Materials and Resources

SUGGESTED COURSE CURRICULUM

Day 1: The Fundamentals



Module 1.0 - Contact Centre Concepts & Management

Operating a successful contact center encompasses a unique set of rules, measurements and principles that are often not immediately apparent. This introductory module sets the foundation for establishing and managing a contact centre aligned to your business's goals and objectives.

- Course overview and goals
- Aligning the contact centre with the purpose & mission of the business
- Contact centre strategic role
- Evolution of the contact centre
- The Five Pillars – People, Process & Technology & Facilities



Module 2.0 – Contact Centre Processes

Understanding what processes matter to a contact centre – operational and delivery, helps to build a foundational contact centre which performs in ways to maximize profitability and growth. Participants will learn that to meet the objectives of the contact centre, different types of processes need to work harmoniously together in order to create solid infrastructure that enables the business, supports client care and delights the customer.

- What are contact centre processes?
- What is the difference between an Operational and Delivery process?
- Impact of processing on operational performance
- Interdependencies of processes
- Process mapping



Module 3.0 – Managing Operational Performance

Performance management skills are essential to ensure the centre is running optimally, and meeting business objectives and customer expectations. In this module, participants will learn what types of measurements tools and KPIs to leverage, and how to apply these metrics in daily operations.

- Importance of Performance Management
- Common performance measurements
- How to apply these metrics to your centres
- Selecting the right KPIs for your centre



Module 4.0 – Understanding Your Customers

To deliver exceptional service, it is important to first identify who your customers are, what they value, and what their expectations might be. In this module participants explore who the customers are that are using the contact centre and to uncover their needs throughout their journey with your organization. Taking a step further, participants will learn how to measure and track customer satisfaction and loyalty.

- Who are your customers?
- Understanding customer needs
- Measuring customer satisfaction & loyalty
- Customer journey mapping
- Creating a business continuity plan



This program is can be delivered on-site and customized to your specific needs.
Contact us for details.

Phone: 905 -477-5544

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Website: www.myCSPN.com

SUGGESTED COURSE CURRICULUM

Day 2: Planning for Success



Module 5.0 – People Management

The people working in the call centre are the engine that makes it run. From measuring agent performance against centre expectations, to identifying performance gaps and creating and delivering training programs, this module equips participants with the essential skills required to focus their management efforts where they'll be most effective.

- Unique challenges of contact centre environment
- Forecasting & scheduling
- Skill & knowledge transfer – training & coaching
- Quality management
- Motivation and alignment - rewards & recognition



Module 6.0 – Trends in Customer Service

Consumer demands are continually evolving and so are the channels used to communicate those needs. It is essential that your contact center is built for the future, and aligned to customer expectations. In this module, participants will learn the emerging role of the contact centre and how to leverage advancements in technology to meet customer expectations.

- Emerging role of the contact centre
- Technology as a tool
- Customer expectations



Module 7.0 – Improvement Plan

The final module brings together everything that was learned over the past 2-days. Participants have the opportunity to translate those learnings into an actionable improvement plan for their contact centre.

- Putting it all together
- Best practices & Benchmarking
- Building your improvement plan



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