

ICMI's flagship course – the highest rated contact center management course in the industry.

Learn the fundamental principles of contact center management that equip professionals to build exceptional operations and careers. Walk away with a greater understanding of the modern contact center, along with the knowledge and tools to make lasting bottom-line impacts.

WHO SHOULD ATTEND

- Directors
- Managers
- Supervisors
- Workforce Management Personnel

WHAT ATTENDEES WILL LEARN

- Key contact center management principles, terms, definitions, and requirements.
- An effective and accurate planning process.
- How to reduce contact center costs and improve the bottom line.
- How to meet and measure service levels consistently.
- A guide to forecasting workloads and creating schedules.
- How to improve performance using accurate metrics and goals.

Course Duration: 2 Days

Delivery Methods:

- **Client Site Training** - *This course can be conveniently and economically delivered at your own facility.*
- **Virtual Classroom** - *Live, interactive training with an instructor through an online learning platform. [ICMI.com/virtualclass](https://www.icmi.com/virtualclass)*
- **ICMI Training Symposium** - *Instructor-led classroom training featuring an intimate environment and networking. [ICMI.com/Symposiums](https://www.icmi.com/Symposiums)*

COURSE OUTLINE

MODULE 1

The Dynamic Contact Center Profession

- The 3 levels of value
- Customer access strategy
- The contact center profession

MODULE 2

The Planning and Management Process

- The 3 driving forces in the contact center
- The 9 step planning and management process
- Gathering data
- Understanding and utilizing metrics
- Staffing and forecasting with accuracy
- The 6 immutable contact center laws
- Long-term staffing models

MODULE 3

Effective Real-Time Management and Recovery

- Moment-by-moment staffing
- The 3 keys to real-time management
- Reacting in advance
- Escalation planning and real-time alternatives

MODULE 4

Improving Quality and Productivity

- 7 important quality principles
- The relationship between service level and quality
- The customer interaction process
- Organizational and individual objectives

MODULE 5

Summary and Next Steps

- Characteristics of leading centers
- The power of one
- Tips for personal development

AN EXCLUSIVE SNEAK PEEK

In this course, You'll explore each step of this planning and management process - a proven method of efficiently and proactively optimizing contact center operations.



RESPONSE TIME OBJECTIVE EXAMPLES



Customer Email



Customer Voicemail



Social (Deferred)



Letter Mail

Common Today	Customer Email	Customer Voicemail	Social (Deferred)	Letter Mail
Within 24 hours	Within 24 hours	Within 24 hours	Within 24 hours	Processed within 1 week
Moving to	Within 1-4 hours	Within 1-4 hours	Within 1-4 hours	Processed within 1-2 business days

You'll gain an in-depth understanding of each factor that impacts quality, and learn how you can maximize quality in your own contact center.

You'll dive into each communication channel used by today's customers and learn how each one is evolving, how to approach them, and how to create response time objectives for your organization.



Ready for the full course?

Optimize your contact center and transform your career with ICMI's Essential Skills and Knowledge. **Register today!**