

Get the tools and direction necessary to develop and manage a contact center strategy and leadership process.

Apply the lessons of the world's best contact centers to transform your service and sales delivery systems. Walk away with techniques and strategies you can implement immediately to raise the value and efficiency of your operation.

WHO SHOULD ATTEND

- Directors
- Managers

WHAT ATTENDEES WILL LEARN

- Identify the contact center's strategic direction
- Align the organization and contact center's strategy, goals, and objectives
- Quantify and communicate the contact center's value
- Integrate multiple customer contact channels into one strategic plan
- Use a strategic planning process model with tools to develop a contact center strategy
- Build a strong case for needed investments
- Identify a leader's role in each step of strategic planning

Course Duration: 2 Days

Delivery Methods:

- **Client Site Training** - This course can be conveniently and economically delivered at your own facility.
- **ICMI Training Symposium** - Instructor-led classroom training featuring an intimate environment and networking. ICMI.com/Symposiums

COURSE OUTLINE

MODULE 1

Strategic Planning Assessment, Goals, and Planning Process

- Assessing your current strategic state
- Setting personal goals
- Introduction to the 7 step planning process

MODULE 2

Strategic Planning in Today's Environment

- Establishing a shared vision
- The 3 levels of contact center value
- Establishing a decision lens for strategic decisions
- Tools for supporting strategy and solidifying the relationship between contact center and organizational strategies.
- The ingredients of a customer access strategy

MODULE 3

Turning Strategy Into Reality

- The strategy-tactics continuum
- A leader's role in strategic planning
- Building skills, knowledge, and leadership
- Implementing operational plans and processes
- Turning data into business intelligence
- Metrics and dashboards
- Strategic and tactical financial drivers
- Capacity planning
- Business continuity planning and disaster recovery planning

MODULE 4

Innovation in a New Era

- A leader's role in innovation and alignment
- The importance of risk
- Flawed thinking about failure
- Utilizing trends

AN EXCLUSIVE SNEAK PEEK

An effective contact center strategy starts with establishing an accurate and relevant vision, mission, and set of values. In this course you'll develop a solid foundation of objectives across each level of your operation.



Vision

Inspiring picture of our future state



Mission

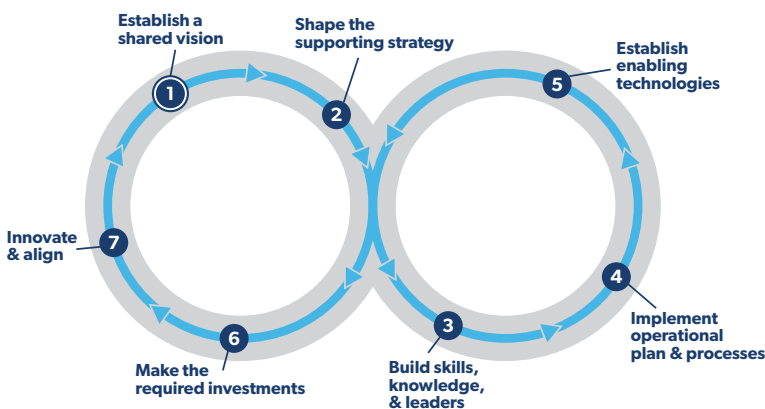
Enterprise-wide description of our business, our customers, and our purpose



Values

Principles which guide decision-making and day-to-day behaviors

STRATEGIC PLANNING PROCESS



There are 7 main steps within the strategic planning process. In the course, you'll explore each one in depth, allowing you to fully develop your strategy from conception through implementation.

It takes the right data and the right direction to drive value in the contact center. In this course, you'll develop an understanding of how to make the best use of data collected in your operation.

Ready for the full course?

Optimize your contact center and transform your career with ICMI's Contact Center Strategy course. **Register today!**

TURNING DATA INTO BUSINESS INTELLIGENCE

