

## Call Center Management Course Outline

**Call center management** is the way in which organizations manage the daily operations of the call center, including forecasting, scheduling, employee training, reporting, and all customer interactions. **Call center management** can be modernized with workforce optimization (WFO) solutions.

**Classroom training based on practical application on assignments/project after every session.**

### COURSE OUTLINE:

#### Introduction

- Introductions and overview of the CCMBC course

#### Call Center Capability Assessment and Analysis

- Perform a current assessment of your call center's operations and your own capabilities as a call center manager
- Understand the five levels of process area capability
- Determine your contact center's Corporate Maturity Model (CMM) score and what it means
- Understand the use of Service Level Agreements (SLAs) and Operational Level Agreements (OLAs)
- Perform a call center SWOT analysis
- Define a call center vision statement
- Define your center's service mission
- Identify and document near-term strategies for your center

#### Call Center Metrics Part I: Call Center Metrics in Detail

- Understand the difference between metrics and Key Performance Indicators
- Classify metrics for a performance management scorecard
- Learn all the most commonly used call center metrics and performance indicators
- The Life of a Call
- Managing resources

#### Call Center Metrics Part 2: Key Performance Indicators and Performance Scorecards

- Customer satisfaction
- Cost per Contact
- First Contact Resolution (FCR)
- Quality
- Abandonment metrics
- Creating an actionable KPI scorecard
- Conducting the KPI Stakeholder Impact Analysis
- Strategies for reporting and marketing call center successes

## **Call Center Technology**

- The role of technology in the call center
- Tracking the flow of calls through various technologies
- Call arrival and delivery technologies
- The pros and cons of virtual call centers
- Workforce management software tools

## **Forecasting and Scheduling**

- Forecasting future call center volume and demands
- Forecasting call center agent workload
- Forecasting required staffing levels
- Maintaining your agent workforce capacity
- Creating optimal staffing schedules
- Developing an action plan for improving forecasting and scheduling in your call center

## **Staffing**

- Building your call center staff using the RCCSP 10-Step Staffing Model
- Assessing current staffing conditions
- Preparing the business case
- Perform an Agent Skills Analysis
- Perform an Agent Skills Gap Analysis
- Call center job descriptions
- Conducting an agent search
- Pre-screening processes
- Correct use of candidate testing and assessments
- Simulation and observation techniques in hiring
- Face to face interviewing
- The job offer

## **Training and Retention**

- The impact of an effective training program
- Preparing the business case
- The continuous improvement call center agent training cycle
- How to develop and communicate standard operation procedures
- A training program development design methodology
- Analysis of call center training needs
- Training program design
- How to establish training goals and objectives

## **Coaching for Improved Performance**

- Fundamentals of coaching
- How to define and prepare for a coaching session
- Conducting the coaching session
- Post-coaching follow-up action planning
- Fine-tuning your communication skills

### The Quality Monitoring Process

- Establish the quality requirements for your call center
- Designing a quality monitoring form
- Establishing quality team responsibilities and parameters
- Performance evaluation standards
- Implementing a coaching and feedback loop for continuous improvement
- The calibration process
- Quality monitoring software and capabilities
- How to document the quality program and manage changes in the process
- How to use quality scores as a marketing tool with key stakeholders

### Performance Improvement Project Selection

- Factors effecting management's evaluation of contact center performance
- Components of contact center value
- Management initiatives and effects
- Selecting and prioritizing performance improvement projects
- How to identify high-impact, affordable, worthwhile improvement projects
- Selecting your CCMC certification project

**Above is our standard course outline, please suggest if you would like to include also few topics during the training to make sure it covers all your requirements and make this course a customized course.**



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