

# Course Description

## Call Center Performance Management AMS275



### Overview

From a leadership perspective, call center directors and VPs need to be reminded that the call center organizations that they lead and manage represent a critical component of the company's business model and is a direct interface with the company's customers, thereby requiring a consistent world class customer care effort in either or both customer service and sales transactions. Therefore, vigorously applying the latest in call center management software applications to produce optimum call center performance results can become a competitive advantage. And though it may present itself as an obstacle to those who are looking for a quick fix seminar (or the famous magic wand approach), understanding the added value of using modern call center software applications that are designed to track and report performance levels of individual agents, teams of agents and of the entire call center is an essential commitment for every call center manager.

### Learning Objectives

- Understanding Call Center Operational Dynamics (what helps and what hurts call center performance)
- Applying Call Center Performance Application Tools (knowing which metrics to track, measure and report)
- Communication Skills (the need, the reasons and the types of communications used in call centers)
- Teamwork (understanding how excellent teamwork improves call center performance)
- Accountability (team leads, supervisors and all call center managers must be accountable for call center performance)
- Achieving High Customer Satisfaction Ratings (consistently meeting customer expectations and addressing the customer moment of truth scenarios)
- Handling Customer Objections Effectively and Consistently (understanding that customer objections always exist and applying best practices for handling them)
- Providing and Applying Call Center Performance Enhancement Resources (phone systems, accurate competitive information, ergonomic work environments)
- Creating a Work Environment Where Call Center Individuals Feel Good and Where They Can Grow (improves performance and helps to minimize turnover)
- Training (understanding the value of applying quarterly gap analyses and continuous learning initiatives within the call center organization)

# Course Description

## Format

This course is highly interactive and adaptive to participants' interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

## Delivery Options

## Duration

2 days / On-line 12 hours

## Who Should Attend

Call center employees, supervisors, and managers.