



Three Day Intensive Contact Centre Manager Course

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Who Should Attend?
Centre Managers
Team Leaders
Senior Consultants

Dates Melbourne

30th April - 2nd May 2008
15th - 17th October 2008

Sydney

25th - 27th June 2008

CCMA Members \$1495.00
Non-Members \$1595.00

Instructors:
Greg Bailey

For further information, visit...
www.ccma.asn.au



Course Overview

Contact Centre Management Short Course

An intensive 3-day programme designed to deliver essential contact centre management skills including:

- Inbound Dynamics
- Standards
- Training
- Reward & Recognition
- Resource Planning
- Centre Metrics
- Recruitment
- KPI's
- Management Principles
- Planning Tools

Ideal for contact centre professionals seeking to increase or update their knowledge with regard to modern contact centre management concepts.



About Your Instructor

Greg Bailey
Principal
Greg Bailey Consulting



Greg is an honours graduate from RMIT with a Bachelor of Business degree and has won numerous awards for his academic achievement.

Greg has over 15 years experience in the set-up and management of high performing contact centres. He has managed multi contact centre operations including functions such as; customer service, credit management, mobile telephony activations, telesales, technical help desk, customer retention, and call and resource planning.

Contact centres under Greg's management have received numerous industry awards at both State and National levels as well as best-in-class ratings from international benchmarking organizations.

Greg is an experienced management trainer, having been the principal lecturer for the Australian Direct Marketing Association's Certificate in Call and Contact Centre Management program and a lecturer in the Advanced Diploma of Customer Contact Management. As an Associate Lecturer for Swinburne University, he has also delivered customer service training in Asia.

Greg is a highly experienced customer service and contact centre professional and has authored and featured in articles in leading publications such as; the BRW, the Bulletin, Telcall and callcentres.net.

Contact Centre Management Short Course Program

DAY 1

Managing the Engine Room of the Contact Centre

- 8:30am Introduction to contact centre basics
Functions, benefits, enablers, constraints, structures
Inbound dynamics
Erlang and queuing
Immutable laws of in bound contact centre dynamics
- 10:30am **MORNING TEA BREAK**
- 11:00am Contact Centre Drivers
Contact centre metrics – quality, productivity, revenue & financials
- 12:30pm **LUNCH**
- 1:30pm Contact Centre Drivers (cont)
Contact centre metrics – quality, productivity, revenue & financials (cont)
Understanding the impacts of and relationships between key metrics
Quantifying the relationships between key metrics
- 3:00pm **AFTERNOON TEA BREAK**
- 3:30pm What Does Good Contact Centre Performance Look Like?
What are the contact centre's strategic objectives?
Striking a balance between competing objectives
Myths about industry standards
- 5:00pm **CLOSE**

DAY 2

Managing The People Who Manage Your Customers

- 8:30am Recruitment & Selection
Sourcing the right people for the role
Determining competencies, behavioural attributes and values
Leading selection practices for contact centre staff eg. team blending
- 10:30am **MORNING TEA BREAK**
- 11:00am Training
Critical success factors for induction training
How to identify training needs & develop successful contact centre employees
How to effectively evaluate the success of your training efforts
- 12:30pm **LUNCH**
- 1:30pm KPI's & Performance Management
What's a KPI and why bother having them?
Setting effective KPIs for contact centre staff
- 3:00pm **AFTERNOON TEA BREAK**
- 3:30pm KPI's & Performance Management (cont)
Using KPIs to achieve alignment of focus & effort (the cascade effect)
Key techniques for managing performance & retaining staff
- 5:00pm **CLOSE**

DAY 3

The Contact Centre Manager's Survival Kit

- 8.30am Managing absenteeism
What are the determinants of absenteeism
Practical tips for managing unplanned leave
Managing the business as well as the individual
- 10.30am **MORNING TEA BREAK**
- 11.00am Motivation and Reward & Recognition Programs
What motivates people in contact centres – looking at both the theory and the practice
Visiting the R&R market – which R&R programs will be right for you
Be clear on your goals – strategies to build culture and performance
- 12.30pm **LUNCH**
- 1.30pm Business Planning
Vision, mission and values for the contact centre
The contact centre planning tripod – budget, resource and operational plans
Pathways to success – proven strategies for effective planning in contact centres
- 3.00pm **AFTERNOON TEA**
- 3.30pm Day-to-day operational management tools
Business cases, scattergrams, control charts, fishbone diagrams and Pareto charts
- 5.00pm **CLOSE**

About Clarus Consulting

Clarus Consulting was formed in 2003 by John Rives to assist businesses improve performance by superior customer management.

As a former CEO of Australia's leading contact centre outsourcing company, John knows that it is very difficult to find contact centre training programs that are time efficient, cost effective and delivered by people with 'real world' experience. This is why Clarus is working with Greg Bailey Consulting to design and deliver industry training that meets these objectives.

Designed to deliver practical advice with a true insiders knowledge of the industry, Clarus' training programs that offer the best training available in the industry and represent high value in terms of time and investment.

Clarus' Professional Development Series

Clarus Consulting has long recognised the need for professional development in the contact centre industry. Time-poor working



professionals find it difficult to access training programs that offer value for money with imposing upon their work demands.

Clarus, in partnership with Greg Bailey Consulting, has developed a range of short courses that are information rich, fast paced and are delivered by accomplished contact centre professionals. Our instructors have experience to deliver more than academic theory, bringing with them years of industry experience.

Clarus' training programs are focused on developing managers, team leaders and consultants seeking to enter into a management role. The courses are ideal for working professionals wishing to expand their industry knowledge and further develop their contact centre management skills.

How To Register

Telephone Bookings:

Call the CCMA on 1300-301-390

Register online:

Visit CCMA website @ www.ccma.asn.au

Email enquiries:

ccmregistration@clarusconsult.com.au

Course Fees (inc GST)

CCMA Member \$1495.00
Non-Members \$1595.00

Payment

20% non-refundable deposit due upon registration. Full amount due three weeks prior to course commencement.

