

## Contact Center Certified Manager

*Kuala Lumpur (Malaysia)*

*7 - 11 April 2025*

UK Training

# PARTNER



## Contact Center Certified Manager

Code: LM28 From: 7 - 11 April 2025 City: Kuala Lumpur (Malaysia) Fees: 4200 Pound

### Introduction

Welcome to the Certified Contact Center Manager Course. This comprehensive training program is designed to provide insights into the concepts and skills necessary for effective management of contact centers. Participants will be equipped with the knowledge and tools to achieve optimal performance in a contact center environment, ensuring the delivery of high-quality services and effective operational control.

### Course Objectives

- Understand the concept of contact centers: Gain an overview of the importance of contact centers and their role in improving customer experiences. We'll discuss what a contact center is, its role in business, and how it contributes to enhancing customer satisfaction.
- Develop management skills: Enhance leadership and guidance skills to ensure the efficiency of the center and customer satisfaction. Participants will learn about contact center best practices and how to guide their teams effectively.
- Improve communication strategies: Develop communication skills within the center and with customers to achieve effective interaction. We will explore how to utilize contact center analytics to better understand customer needs and enhance communication.
- Enhance individual and team performance: Motivate and develop the team through effective performance management strategies. The focus will be on creating an environment that fosters collaboration and success.
- Understand technology in contact centers: Familiarize yourself with the technologies and tools used in contact centers to improve efficiency and effectiveness. We will cover the latest contact center technology trends and their applications in daily operations.

### Course Outlines

#### Day 1: Introduction to Contact Centers

- Importance of contact centers in business: Discussing how contact center services impact customer satisfaction and loyalty.
- Types of contact centers and their roles: Understanding the distinctions between traditional centers and contact center as a service CCaaS.
- Challenges and opportunities in managing contact centers: Exploring common challenges faced by contact center managers and strategies to overcome them.

#### Day 2: Developing Management Skills

- Concepts of leadership and guidance: How a contact center manager can effectively lead their team.
- Task planning and organization: Techniques for optimizing time and resources in contact center operations.

The logo for UK Training Partner features the text 'UK Training' in a smaller, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) visible in the foreground.

- Time management and decision-making: Effective strategies for making quick and informed decisions.

### Day 3: Communication Strategies in Contact Centers

- Basics of effective communication: Utilizing various contact center applications to improve communication.
- Speaking with customers and understanding their needs: Techniques for effectively addressing customer inquiries.
- Problem-solving and handling difficult situations: Using contact center reporting and analytics to enhance customer response strategies.

### Day 4: Individual and Team Performance Management

- Performance assessment and goal setting: Methods for measuring performance and motivating individuals toward success.
- Team motivation and fostering team spirit: Strategies for building effective and enthusiastic teams.
- Dealing with challenges and resolving conflicts: How to manage conflicts effectively to maintain a healthy work environment.

### Day 5: Technology in Contact Centers

- Technologies used in contact center management: A comprehensive overview of contact center technology and tools.
- Innovation and the future of contact centers: How technology is revolutionizing contact center operations.
- Practical applications and case studies: Real-world applications of the concepts learned throughout the course.

### Conclusion

This course is designed to empower participants with a comprehensive understanding of managing contact centers, focusing on how to improve service quality and increase efficiency. By the end of the course, you will have the knowledge and tools necessary to achieve optimal performance in your contact center, ensuring customer satisfaction and business success.

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