

# Contact Centre Coaching: A Practical Approach to Getting Results

Start building a coaching culture that improves agent and customer satisfaction with a proven coaching model that you can implement immediately

Without coaching, the time and money you spend on training and monitoring will have little impact on your contact centre's performance. Effective coaching that uses a proven model will turn your training and monitoring efforts into actions with measurable impact on performance.

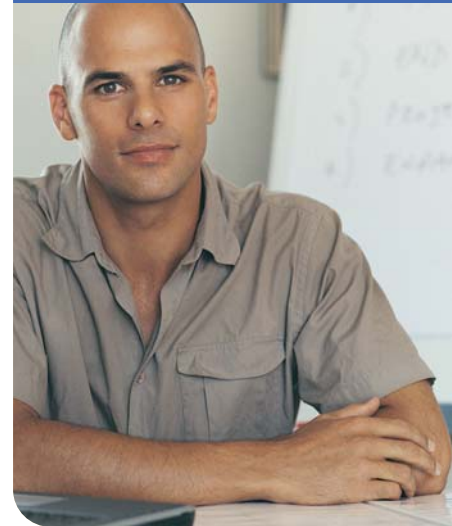
Through ICMI's one-part Contact Centre Coaching course, you'll gain the knowledge you need to implement the SAFE coaching model, as well as build the confidence to coach all aspects of agent performance, including coaching in difficult situations.

Through the SAFE coaching model, you'll learn a simple, step-by-step method for delivering specific, concise feedback to employees, so you'll know what actions to take at each point of the coaching session.

Through role play, you'll examine coaching challenges to fine-tune your ability to coach through difficult or sensitive situations. You'll also discover – and practice – how to use praise and positive feedback to increase acceptance of coaching and reinforce the right behaviours. You'll discover how often you should be praising and develop a model you can use to quickly and easily deliver praise that will inspire excellent performance.

**Designed for managers, supervisors and team leads with coaching responsibility who want to sharpen coaching skills or who need an introduction to:**

- What coaching can do and what kind of return on investment to expect
- The role of a coach and common coaching challenges
- The fundamentals of praise and using praise as a motivator
- The role of feedback in correcting performance
- The development and use of the SAFE coaching model
- The fine tuning of personal coaching skills
- Measuring the success of coaching initiatives



## QPC Educational Services

For over 20 years QPC has been working to create training and qualifications for those within customer service and contact centres who carry out business critical operational functions. Our aim is simply to give organisations the reassurance that personnel have the skills they need to carry out their roles effectively and reward individuals with the professional status they deserve.

Within the Middle East and Africa QPC work with the ICMI whose courses are amongst the most recognised and respected within the region and across the world. So, they will not only help you to gain the essential skills you need to improve your contact centre's performance, but also support your career development too.

## Targeted career development

To make it easier to understand whether courses are suitable for you, and how they will support your career development over time, they have been put into one of 3 tracks: Manager, Supervisor and Agent.



## Course outline

### Unit 1: The Case for Coaching

- Defining coaching
- What can coaching do
- Coaching return on investment

### Unit 2: Your Role As A Coach

- The basics
- The role of a coach
- Common coaching challenges

### Unit 3: The Fundamentals: Praise and Correction

- Identifying opportunities to praise
- Praise as a motivator
- Using feedback to correct performance

### Unit 4: Coaching Tools and Techniques

- A coaching process
- The SAFE coaching model
- Preparing to coach guidelines for the coach
- Preparing to coach: Guidelines for the agent
- Difficult coaching situations

### Unit 5: Taking a Holistic Approach to Coaching *Utilising Coaching to:*

- Develop skills and improve performance
- Create a positive contact centre culture
- Obtain agent buy-in
- Communicate metrics
- Assist in managing stress
- Discuss career and skill paths

### Locations, dates and prices

Public courses take place at various locations across the MEA.

For current dates and prices please go to: [www.qpc.com/mea/Products/Training/ICMI](http://www.qpc.com/mea/Products/Training/ICMI)

Private courses can be provided at your location by special arrangement. Please contact us for further details.

### About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact centre.

ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.

## QPC - customer service transformation

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