

Measuring Contact Centre Effectiveness

Find out which metrics are the most important to identify, measure, track, improve and communicate to make the biggest impact on the effectiveness of your contact centre

Metrics help you define and measure progress toward contact centre goals. Through ICMI's Measuring Contact Centre Effectiveness, you'll determine which metrics you should be tracking to support your contact centre strategy, the relationship between those metrics, and how to analyse the accrued data to improve your operations.

You'll start by defining the metrics that reflect your strategy and how you can use them to drive behaviour. You'll also go through six metrics themes that will guide you in measuring what matters.

Next you'll study five major categories of metrics. For each category, you'll gain an in-depth understanding of the primary and supporting metrics for each category and the correct use of these metrics.

You'll learn how these key metrics are interrelated and how to report your progress. Through practical, proven techniques, you'll leverage key metrics findings so you can identify the root causes of inefficiencies in order to make corrections for improvement. You'll also be able to quantitatively highlight your successes.

Designed for directors, managers, analysts, and supervisors who are responsible for measuring and reporting and who want a deeper understanding of the metrics that drive contact centre strategy, including:

- Setting key performance indicator
- Calculating, choosing and evaluating service level
- Evaluating quality through monitoring
- Measuring forecast accuracy
- Determining overall contact centre return on investment
- Quantifying impact of service delivery on customer satisfaction



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.



'I very much enjoyed the atmosphere and attitude. The coursework will be referenced frequently'

Nathan Howes
Client Manager
Christian Science Publishing Society

Course outline

Unit 1: Understanding metrics

- Reports and benchmarking can be misleading
- Metrics are interrelated
- Begin with your strategy in mind
- Customer, business and employee needs

Unit 2: Accessibility

- Calculating service level
- Choosing your service level
- Evaluating service level
- Response time
- Abandonment
- Average speed of answer vs. service level

Unit 3: Quality

- Evaluating quality through monitoring
- Evaluating quality through customer feedback
- The cost of errors and rework
- Defining first contact resolution
- Common pitfalls when measuring first contact resolution

Unit 4: Efficiency

- Measuring forecast accuracy
- Setting adherence to schedule goals
- Understanding occupancy
- Managing average handling time

Unit 5: Cost Performance

- Performance against budget
- Choosing a revenue KPI
- Evaluating cost per contact
- Determining average call value
- Overall contact centre return on investment

Unit 6: Strategic Impact

- Quantifying impact of service delivery on customer satisfaction
- Assessing employee satisfaction
- Calculating turnover
- Supporting activities

Unit 7: Application

- Interrelated measures
- Reporting
- Ongoing communication
- Example reports

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

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

QPC Europe
Birmingham GB
+44 (0)870 242 1097
sales-eu@qpc.com
www.qpc.com/eu

QPC Asia Pacific
Melbourne AU
+61 (3) 9239 5600
sales-ap@qpc.com
www.qpc.com/ap

QPC Middle East & Africa
Dubai AE, Joburg ZA
+971 (0)4 705 0001
sales-mea@qpc.com
www.qpc.com/mea

QPC Americas
Manchester US
+1 603 296 1442
sales-na@qpc.com
www.qpc.com/americas

