

Smart Strategy = Strong Leadership

An executive workshop on contact centre strategic planning

This high-level workshop will impart the information and direction necessary to manage the changes in customer relationships driven by today's multi-channel environment.

Become an even stronger leader with the capacity to unleash a new, up-to-date customer contact strategy that drives value and recognition. Participants will learn how to use their knowledge and communication skills to align their department with organisational goals as well as discover techniques to help them market the support centre to upper management.

You'll learn ways to:

- Develop a comprehensive customer access strategy
- Integrate multiple customer contact channels
- Strategise for improving contact centre return on investment
- Align people, processes, and technologies with a single vision
- Build a strong case for needed investments
- Inspire customer loyalty
- Improve your organisation's strategic value
- Implement a solid strategic planning process

A focus on practical application

Through targeted exercises and true-to-life scenarios, participants will have the opportunity to immediately apply new skills, an essential component of any valuable learning experience.

Who should attend?

Directors, Vice Presidents, and Managers with leadership, budgetary, and strategic responsibilities.



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 found the content fascinating. Being new to the contact centre environment, it was a great insight which has better geared me to lead my team to success.'

Fiona Bradshaw
Service Centre Manager - MLC

Course outline

Unit 1: Service Delivery in Today's Environment

Establish a shared vision

- Creating a share vision and mission
- Defining customer's and organisation's expectations
- Establishing and communicating the contact centre's strategic value

Shape the Supporting Strategy

- Developing a comprehensive customer access strategy
- Managing stakeholder expectations
- Ensuring alignment and support of people, process and technology initiatives

Unit 2: Turning Vision into Reality

Build skills, knowledge and leaders

- Principles of organisation structure
- Performance objectives and standards
- Measuring and managing employee satisfaction
- Cross-functional communication strategies

Implement operational plans and processes

- Operational metrics
- Performance reporting
- Operations management

Establish enabling techniques

- Technology strategies
- Identifying technology needs
- Building the business case
- Partnering with IT (Information Technology)

Make the required investments

- Building an effective budgeting process
- Establishing appropriate ROI models

Unit 3: Innovation in a New Era

Innovate and align

- Anticipating and meeting customer expectations
- Continuous improvement processes

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

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