



QPC seminars

essential skills & knowledge
monitoring & coaching
smart strategy = strong leadership
workforce management



QPC, in conjunction with ICMI, the world's leading provider of contact centre management seminars.



meet your instructors

ICMI Seminars are facilitated by practicing professionals who have an unparalleled base of knowledge and experience. Both instructors are ICMI Certified Associates and among the contact centre industry's best and brightest. Through their ongoing exposure to everyday contact centre challenges, they foster an interactive, real-world classroom atmosphere that ensures a rewarding and enjoyable learning experience.

rose polchin

Certified Associate of ICMI and president of Rose Polchin Consulting and Training.

Rose has over 20 years of practical work experience in a variety of industries, including financial services, healthcare and contact centres. Rose held staff and management positions in Training, Customer Service, Contact Centre Management, Marketing, Strategic Planning and Project Management. In her current role, the key areas of focus include contact centre operations, coaching, quality monitoring and contact centre strategy and implementation

Rose's approach and commitment to contact centre initiatives is the result of front-line experience, research and developing partnerships with her customers. Rose is a member of the International Customer Service Association, the American Society of Training and Development and American Society for Quality. She is a regular speaker at industry seminars and conferences and has authored articles on key industry topics for Call Centre Management Review and other industry related periodicals.



kelly brickley

Kelly Brickley is a Consultant with ICMI. Since 1990, she has focused her career in the Telecommunications space and expanded her enthusiasm for teaching into a 20 year business career, combining management, training and consulting in multiple industries on both a national and international level. Prior to joining ICMI, Kelly spent nine years with Zeacom Inc., a global CTI development company, and four years with Telecom New Zealand.

Kelly has worked with hundreds of companies to assist them in streamlining their call centre applications with a key focus on CRM, CTI and multi-media queuing. Her guidance has led to improvements in customer access and satisfaction through designing effective multi contact routing, development and implementation of training programs, standardisation of improved call handling procedures, and implementation of customised CTI services.



Learn what the best contact centres are doing today and how they are preparing for tomorrow. Network with other management professionals from a wide variety of contact centre businesses. If you are a contact centre professional who wants to increase your value and help your organisation gain a competitive advantage, you can't afford to miss these seminars.



'unlock the secrets of the best contact centres and find out how to apply them in your organisation'

seminar materials

relevant to all courses

- A comprehensive course manual
- Complimentary copy of Call Centre Management on Fast Forward by Brad Cleveland and Julia Mayben, valued at \$53.95 (ESK only)
- Glossary of contact centre terms
- Article reprints and studies
- FREE software including a suite of useful tools (ESK & SMS only)
- Trip report and action plan (ESK & SMS only)
- Certificate of completion

essential skills & knowledge

for effective incoming contact centre management

the seminar

Unlock the secrets of the best contact centres and find out how to apply them in your organisation!

The industry's highest-rated seminar, attended by more managers than any other contact centre seminar.

Attend the ICMI flagship course and build a solid foundation for successful contact centre management. You'll learn breakthrough strategies and techniques you can apply for years to come to ensure extraordinary customer service and achieve your personal career goals.

who should attend?

This exceptional seminar delivers plans, strategies and success secrets guaranteed to improve your operations and boost the value of your call centre. ICMI's program repeatedly earns high praise from directors, managers, analysts and supervisors in a wide range of commercial and government sectors including those involved in: customer service, sales, help desks, claims, reservations, information centres, hotlines, emergency services and consumer affairs.

you'll discover powerful ways to:

- Create a planning culture
- Meet service levels consistently
- Forecast the workload with accuracy
- Develop accurate schedules
- Manage the queue in real-time
- Communicate unique contact centre dynamics
- Set the right performance objectives
- Improve quality and efficiency
- Win the support and recognition of top management

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.

smart strategy = strong leadership

an executive workshop on call centre strategic planning

the seminar

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. When all is said and done, you'll be an even stronger leader with the capacity to unleash a new, up-to date customer contact strategy that drives value and recognition.

Increase call centre value, uncover proven strategies and conquer new challenges.

who should attend?

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

you'll learn practical methods to:

- Develop a comprehensive customer access strategy
- Integrate multiple customer contact channels
- Strategize 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.

monitoring & coaching

for improved contact centre management

the seminar

This two-day course shows you step-by-step how to design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment.

Whether you're starting from scratch or fine-tuning an existing program, this course offers the tools and the know-how you need to design an approach that's tailored to your budget, your culture, and your business objectives. Go back to your contact center with a plan of action you can implement right away.

who should attend?

Contact Center Managers, Supervisors with monitoring, coaching or quality improvement responsibilities.

you'll learn ways to:

- Identify your most critical objectives
- Design a streamlined monitoring form that is effective and easy-to-use
- Implement a meaningful rating and scoring system
- Design a monitoring process
- Learn how to build consensus and gain buy-in
- Leverage your goldmine of monitoring data throughout the organization
- Plan effective coaching sessions

workforce management

the basics and beyond

the seminar

A workshop designed to improve the skills of those responsible for workforce management in the call centre.

Optimise performance through more effective workforce management practices!

As contact centres become more complex, the importance of 'having the right staff and supporting resources in the right places at the right times' becomes ever more crucial to success. In this seminar, you'll learn how to build on basic concepts to create a planning culture that drives consistently improved performance. The Basics and Beyond seminar uses a hands-on workshop approach that brings principles to life, encourages participation and generates results.

who should attend?

This innovative seminar was developed to meet the unique needs of those responsible for workforce planning and management in the contact centre. Approximately 25 percent of the time devoted to each topic covers the basics, with the balance spent on intermediate and advanced principles and applications. Those new to workforce management will get a primer on the basics and a crash course in more advanced principles. Seasoned practitioners will get a refresher on foundational concepts before moving their skills to the next level.

you'll learn the most effective ways to:

- Improve the quality of historical data
- Use advanced tools to build better forecasts and schedules
- Integrate staffing needs for other channels into schedules
- Develop a tiered staffing approach that improves efficiency and morale
- Create a plan to 'react in advance'
- Account for the impact of advanced routing schemes
- Prepare for the future with long-term models

you'll increase your value to the organisation by:

- Increasing forecast accuracy
- Preparing more effectively for long-term planning and budgeting
- Reducing the chaos in your centre
- Improving the consistency of operational results
- Generating higher levels of employee and customer satisfaction

Did you know? Increasing the accuracy of your forecasts and schedules can save you thousands of dollars, month after month!

about us

QPC helps leading Asia Pacific companies like Fuji Xerox, Telstra and National Australia Bank to improve business performance by enabling their customer service operations to surpass their operational and strategic goals.

Our workforce optimisation solutions, contact management systems and educational services have a substantial track record of reducing costs, increasing revenues and improving both customer and employee retention within contact centre and other service environments.

our clients include

Australia Post	Maroochy Shire Council
Brisbane City Council	Mindpearl
Citec	National Australia Bank
Citistreet	Office of State Revenue (QLD)
Dodo	Primus
Energex	Qsuper
Excelior	South East Water
Fuji Xerox	Telstra
Hogan Marketing	UCMS

QPC - customer service transformation

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