

Advancing Contact Centre Quality Through Monitoring & Coaching

Design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increase agent performance and commitment

Through ICMI's Advanced Contact Centre Quality Through Monitoring and Coaching course, you'll discover how to bring out the best in every agent and deliver exceptional experiences to your customers.

You'll start right from the beginning defining what it takes to create a performance culture in your organization. You'll discover how to use your organisation's mission statement to guide you in developing performance standards. From there you'll move on to the monitoring process:

Why do we monitor?

Who should monitor?

How often?

What should you be monitoring for?

Armed with this information, along with sample forms and exercises, you'll develop your own monitoring form that meets your unique situation.

Finally you'll explore the ways to use the data you gather from monitoring to make lasting improvements in your contact centre through coaching. You'll also role play and practice your coaching skills, so you learn by doing.

Developed for managers, supervisors, team leaders, and quality assurance personnel who need a thorough understanding of the monitoring and coaching process and want to learn ways to:

- Utilise monitoring and coaching practices that increase quality
- Structure a program to increase agent satisfaction and reduce turnover
- Build consensus and gain buy-in from the entire contact centre
- Align monitoring and coaching practices with hiring and training
- Fine-tune monitoring and coaching skills
- Leverage business intelligence mined from quality monitoring to improve processes across the board



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.



'Very informative course. This education helped to affirm our direction and also brought new and fresh ideas for our quality program'

Brent Curtis
Manager, Customer Service
Fed Ex Freight

Course outline

Unit 1: A Performance Improvement Culture

- Challenges of people management
- Increasing retention
- Powerful agent motivators
- Communication

Unit 2: Define Goals

- Identifying the right performance standards
- Defining mission, vision and values
- Determining customer expectations
- Defining and documenting standards

Unit 3: Measure Reality

- Developing an effective monitoring process
- Choosing type of monitoring and the frequency
- Ensuring all the quality of all contact types
- An overview of monitoring technology
- Creating the monitoring form
- Rating scales and scoring
- Calibration

Unit 4: Achieve Goals

- Process improvements
- Improving and developing training
- Communicating the voice of the customer
- Developing an effective coaching process
- Benefits of effective coaching
- Making time to coach
- Types of coaching
- The value of praise
- Corrective coaching
- Coaching practice
- Creating Individual development plans

Unit 5: Implementation Strategy

- Turning theory into reality
- Your action plan

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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