

CERTIFIED Call Center Manager™ (CCCM)

Course Overview

Is your Call Center world-class?

In today's highly competitive customer support industry, Call Centers must establish themselves as first-rate service providers. This three-day course will explore STI Knowledge Best Practices and procedures for the Call Center. A strong focus will be on successfully managing your Call Center's most important resource—people. The Call Center Manager course was designed to give you the building blocks you need to establish and maintain your world-class Call Center.

Participants will build an essential framework utilizing the definition, value and objectives of a successful Call Center. Once the foundation is established, participants will investigate recruiting strategies specific to Call Centers, methods for developing and measuring training programs, and the process for developing a quality assurance program designed to measure Call Center performance.

Throughout the course, participants are encouraged to exchange valuable information and ideas with each other. Solutions to specific Call Center challenges will be analyzed, discussed, and resolved within the group.

Course Objectives

In order to sustain a world-class Call Center, it is essential for managers to effectively recruit professionals, institute a quality training program and efficiently manage their team. Managers will learn these skills in the Certified Call Center Manager course. Whether establishing a new Call Center or rejuvenating an existing one, course attendees will gain a renewed vision for leading their team.

Prerequisites

This class is designed for all Call Center supervisors. At a minimum, students should be familiar with the basic concepts of the Call Center, its purpose and the primary tasks it performs.

Certification Steps

The CCCM certification consists of two parts: class attendance and a certification exam. Students will have four weeks from class conclusion date to complete the web-based certification exam. Delegates are given 2 1/2 hours to complete the 75-question, multiple-choice exam. An exam score of 90 percent or higher must be achieved in order to obtain certification. If necessary, an STI Knowledge Certified Instructor will review the exam and assist the participant in their preparation for success.

Course Outline

Creating a World-Class Call Center

- The Three Driving Forces
- Framework for a World-Class Organization
- Establishing a Strategy Statement
- Creating Effective Service Level Agreements (SLAs)
- Creating Standard Operating Procedures (SOPs)
- Aligning the Call Center's Framework

Call Center Basics

- What is a Call Center?
- In-house vs. Outsource Call Centers
- Impact of the Internet
- Call Center Terminology
- Call Center Staffing Models
- Select New Call Center Technology

Call Center Tools and Technology

- What are ACD, IVR, and CRM?
- Impact of ACD, IVR, and CRM
- e>Support Tools

Staffing the Call Center

- 'Contract to Hire' Strategy
- Assessing Qualifications
- Conducting the Applicant Search
- Screening Applicants
- Interviewing Strategies
- Making Sound Hiring Decisions

Train Call Center Professionals

- The Adult Learner
- Call Center Training Methods
- Evaluating Current Training Programs
- Measuring Training Effectiveness

Establishing a Quality Program

- Where to Start
- Project Implementation Mind Map
- Caution Points

Managing a Successful Call Center Team

- The Management Cycle
- Explaining Effective Management Behaviors
- Understanding Your Current Management Style
- Power-Based Management
- Coaching a World-Class Call Center Team
- Applying Positive Progressive Discipline
- Managing Call Center Support
- Supporting Group Service Level Agreements
- Call Center Financials Overview

\$1,795.00 per student

Want to learn more?

Let STI Knowledge educate and certify your professionals to become world-class. For more information, call an Education Account Manager today at **800.350.5781** or email us at www.stiknowledge.com.



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