

# Call Centre Management

The programme is designed to give participants the practical knowledge and skills that will equip them to successfully establish and manage a call centre. Effective call centre management is of essence to any organisation that operates call centres.



**COURSE DURATION: 3 DAYS**



# About the course

SETQAA Accreditation  
Services SETA - Decision Number 2072  
NQF Level: 5  
Credits: n/a

## Target Audience

The target audience would typically consist of call centre managers, CRM managers, call centre supervisors or any person interested in effective call centre management.

## Training Methodology

The workshop is a highly interactive one, where participants use games, simulation exercises and workplace case studies to achieve the workshop objective. As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

## Course Outline

This 3 day course will cover the following modules:

Module 1: Introduction to call centre management:

- The role and function of the call centre
- Types of call centres
- Call centre applications and benefits

Module 2: Developing call centre strategy:

- Developing learning and growth objectives
- Developing internal business process objectives
- Developing customer service objectives
- Developing financial objectives

Module 3: Call centre mathematics:

- Queuing theory and models
- Quality and Efficiency Driven (QED)
- Skills-based routing
- Operations research
- Optimisation problems

Module 4: Call centre design:

- Developing customer choice processes.
- Developing personalised customer interaction models.
- Creating easy customer access
- Understanding customer needs
- Developing customer empowerment processes
- Deploying customer-friendly technology

Module 5: Call centre dynamics:

- Outbound and inbound calls
- Call centre staff dynamics
- Multi-tier support systems
- Call centre customer dynamics

Module 6: General principles of call centre management:

- What makes call centre management different?
- Call centre technology and management tools
- Roles & functions of call centre staff
- Quality control and data analysis
- Managing call centre staff turnover

Module 7: Managing call centre staff:

- Recruitment and selection of call centre staff
- Monitoring tools
- Performance measurement
- Motivating call centre staff

Module 8: Training and coaching of call centre staff:

- Various approaches to training call centre staff
- Applying outcomes-based call centre training
- Translating competencies to skills
- Real-time coaching techniques

Module 9: Creating call centre excellence:

- Creating the 'excellence' paradigm
- Growing through criticism & feedback
- Exceeding on customer expectations
- The role of innovation in call centre management

## Bookings and Enquiries

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