



**Derek Hendrikz Consulting Present:**

# Call Centre Management:

Duration:	3-days
Max. Participants:	20
Facilitators:	1
NQF Level:	5
SETQAA Accreditation:	Services SETA – Decision Number 2072

## About the workshop:

The Call Centre Management 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. This is especially so since there are increasing demands on business and public services for cost reduction and efficiency. This workshop was carefully designed to transfer core call centre knowledge and skills to managers and supervisors who work in call centres.

## The workshop outcome:




On completion of this programme the participant should be able to successfully establish and manage a call centre.

## Workshop Objectives:

Participants will achieve the workshop outcome by being able to:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Develop a call centre strategy.               | <input checked="" type="checkbox"/> Apply various call centre management techniques. |
| <input checked="" type="checkbox"/> Understand call centre techniques and models. | <input checked="" type="checkbox"/> Manage call centre staff.                        |
| <input checked="" type="checkbox"/> Know how to design a call centre.             | <input checked="" type="checkbox"/> Develop call centre staff.                       |
| <input checked="" type="checkbox"/> Understand the various call centre dynamics.  | <input checked="" type="checkbox"/> Create call centre excellence.                   |

## Included:

-  All programme materials and handouts.
-  Issuing of certificate on completion of programme.
-  Record keeping of all results and assessments.

## Training methodology:

The workshop is a highly interactive one, where participants use games, simulation exercises, and workplace case studies to achieve the workshop objective. Practical examples will be used to ensure that learning is anchored at the workplace. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

## Programme:

Time:	Day 1:	Day 2:	Day 3:
08:00-10:00	Introduction to call centre management	Call centre design	Managing call centre staff
10:00-10:30	<i>Convenience Break</i>		
10:30-12:30	Developing call centre strategy	Call centre dynamics	Training & coaching call centre staff
12:30-13:30	<i>Lunch</i>		
13:30-15:00	Call centre mathematics	General principles of call centre management	Creating call centre excellence
15:00-15:15	<i>Convenience Break</i>		
15:15-16:00	Day Review	Day Review	Workshop review & evaluation

## Who Should Attend?

- Call centre managers.
- CRM managers.
- Call centre supervisors.
- Any person interested in effective call centre management.

## Day 1:

*Introduction to call centre management*

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

*Developing call centre strategy*

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

*Call centre mathematics*

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

**Day 2:*****Call centre design***

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

***Call centre dynamics***

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

***General principles of call centre management***

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

**Day 3:*****Managing call centre staff***

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

***Training & coaching of call centre staff***

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

***Creating call centre excellence***

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

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