MKG-121 - Building a Customer Focus – Contact Center Strategies & Management

Description

A 5-day training course to equip participants with the knowledge, methodologies and strategies to build customer focus in contact centers and to manage contact center activities.

Objectives

- Understand the concepts which are essential to providing customer service which is customer focused
- Show how to use contact center technology and management tools to set service levels/metrics and analyze reports so as to ensure a customer focus
- Practice essential skills required to deal effectively with customers
- Analyze and be able to apply key strategies and tactics for managing human resources within a contact center
- Show the link between quality of service and customer satisfaction
- Identify the customer service information requirements of executives

Topics

Customer service with a customer focus

- Definition
- Importance
- Cost of acquiring new customers
- Benefits of effective customer service
- Creating a customer care culture
- Sales negotiation
- Going the extra mile
- Ten golden rules of customer care

Customer service management

- Setting service levels
- Achieving service levels
- Analyzing reports

Contact center technology

- Service and information technology
- Call load and staffing
- Call-handling strategies and tools
- Employee monitoring tools

Contact center management

- Effective tools, methods, and techniques
- Queuing concepts and managing a queue
- Process management principles
- Strategic vs. tactical decision-making
- Metrics required for running a contact center at optimal performance
- Benchmarking and best practices

Customer management

- Understanding customer requirements
- Creating a customer vision
- Dealing effectively with customers
- Customer retention: *Practical customer skills*
- Effective listening and questioning techniques
- Handling irate and confused customers

Customer satisfaction and quality of service in a competitive environment

- Customer satisfaction
- Quality of service
- Quality assurance
- Service Level Agreement (SLA)

Human resources in contact centers

- Recruitment of the right employees
- Psychometric evaluation tools
- Communication with employees
- Training W5 (Who, What, When, Where, Why)
- Employee motivation
- Stress management
- Employee performance evaluation

- Turnover reduction

Communicating customer service information to executives

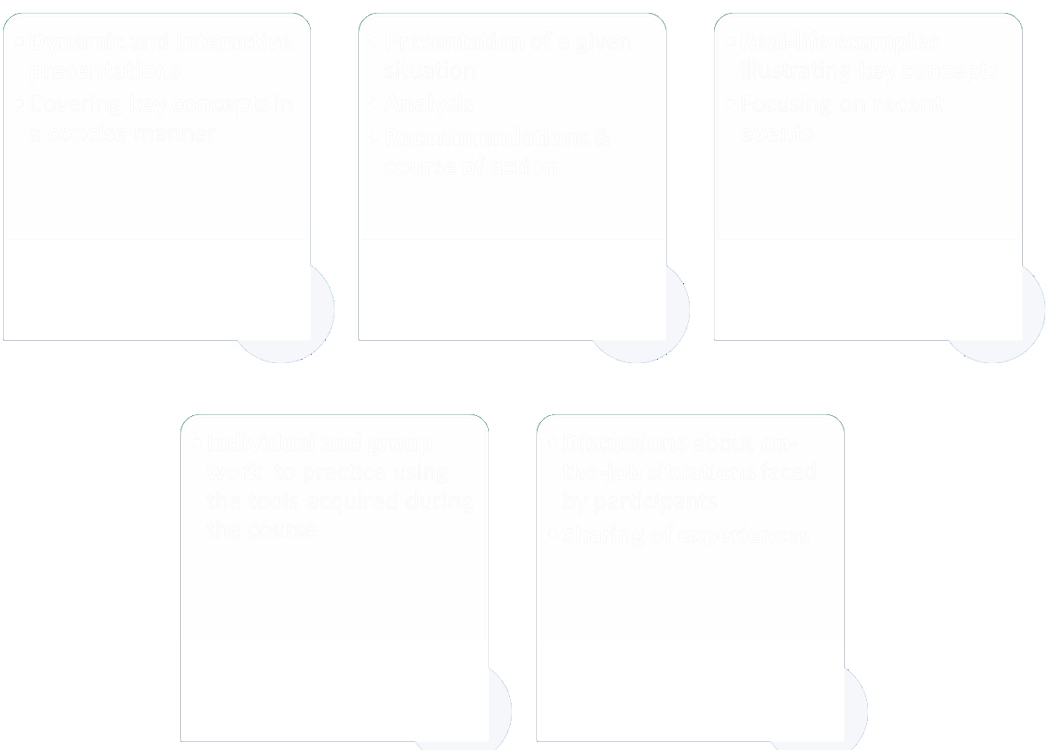
- Information requirement of executives
- Parameters and benchmarks
- Communication with executives

Target audience

- Customer service and contact center senior managers and executives and seeking to acquire knowledge on how to successfully build a customer focus and manage contact center operations
- Managers looking to complement their skill-set by gaining a good understanding of customer service and contact center management

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.



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