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TRAINING

## Call Centre Management

**Duration:** 1 day

**Prerequisites**

Delegates should be a Manager or Prospective Manager, Supervisor or Lead Agent within a Telephone Sales or Call Centre Environment

Managing a call centre effectively is as much of an art as it is a skill. This Call Centre Management training course gives you an opportunity to look at the best use of resources, understanding reports and planning for future activity. In this call centre management training course we look at how to keep your team motivated, well trained and able to contribute towards the success of the overall operation. We review the effective running this key department within a customer focused environment while both providing quality service and increasing revenue.

### Objectives

At the end of this Call Centre Management Training course delegates will be able to demonstrate a better understanding of how to:

- Plan an effective use of resources within a call centre
- Use busy times and quiet times to achieve best performance
- Develop and motivate a call centre team
- React to and plan for operational bottlenecks
- Give meaningful feedback to call-centre agents and set achievable goals and targets
- Provide effective support and develop the management skills of Team Leaders, Lead Agents and Supervisors

### Course Content

#### Plan and manage call-centre resources

- Utilising resources and staffing to maximum advantages
- Reviewing opening times and shift work patterns

#### Establish and meeting performance objectives

- Agreeing vision and objectives with the management team
- Conveying company objectives in terms of call answering and call back performances

#### Understand Call Waiting standards and customer expectations

- Agreeing and mentoring corporate style of customer interactions
- Agreeing and implementing call waiting and answering standards

#### Using "Downtime" and outgoing call management

- Making best use of "downtimes" and quiet periods
- Handling outgoing calls and making "call-backs"
- Cold calling and sales calls
- Handling calls for third party organisations

continued...

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### Related Courses

**Management Skills for New Managers:** 2 days

**Leadership Skills:** 2 days

**Team Leadership:** 1 day

**Customer Service Excellence:** 1 day

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## Call Centre Management (continued)

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### **Prerequisites**

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### **Quality service and integrity**

- Keeping staff motivated
- Obtaining "Buy-in" from team members to identify with and support company products and services
- Setting standards
- Providing a consistent and quality customer service
- Empowering your front line staff

### **React to and plan for operational bottlenecks**

- Looking at switching duties
- Overflowing calls to specialist groups

### **Providing feedback and encourage and reward commitment**

- Feeding back to supervisors, team leaders and individuals
- Incentivising and the competitive edge of groups and teams within the call centre
- Supporting the supervisors, team leaders and lead agents with their feedback
- Listening to creative thoughts and ideas of front line staff and following through by giving staff recognition
- Goal Setting
- Evaluating call handling in terms of sales and customer care training
- Telephone courtesies and protocol and its measurement
- Telephone selling techniques and its measurement
- Coaching for effective listening
- Setting achievable goals and targets
- Training needs analysis for routine and specific team member development
- Dealing with underachievers
- Offering support and enthusiasm

### **Provide effective support and develop the management skills of Team Leaders, Lead Agents and Supervisors**

- "Growing your own people"
- Consistency and vision
- Delegation and empowerment

### **Do's and Don'ts"**

- Where can it go wrong?
- What are the top "Five Golden Rules" what you should be guided by as a call Centre manager
- What should you not do as a Call Centre Manager?

**continued...**

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### Action Plan

- What new messages or vision should I now include in my teams business plan?
- How can I put this across to my call centre team?
- How can I put this across to my boss and my management group?
- What do I need to do to enhance my effectiveness and performance in managing my call centre?
- When can I achieve this?
- Who can help me with this project?

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