

Certified Contact Center Manager (CCCM)

The Contact Center Manager must possess leadership and operational skills in order to manage an efficient contact center. The operational skills would include goal setting, staffing, training & development, performance metrics and forecasting & scheduling. The Contact Center Manager must also be familiar with the entire customer escalation process and diffusing volatile customer situations. This senior manager must demonstrate both tactical competence and strategic awareness in regards to servicing their company's customer capital. This includes long range planning, working with marketing on forecasting and setting a vision for the contact center operation that is in line with the company mission.

Certification

The CCCM program consists of 2 parts:

- Class Attendance (22 contact hours)
- A 2-Part 2 hour examination paper comprising of:
 - Part 1 – 40 Objective questions (40 percent)
 - Part 2 – 3 Subjective questions (60 percent)

Certificate of completion jointly awarded by **Western Kentucky University (USA)** and **ATCEN (Malaysia)**.



An examination score of **84 percent or higher** must be achieved in order to obtain certification.

Duration

3 Days

Medium of Delivery

English language

Fees

RM 3,500 Per Participant

ATCEN is accredited as the first accredited training provider with the **Customer Relationship Management & Contact Center Association Malaysian (CCAM)**



Program Outline

Program Title	Certified Contact Center Manager (CCCM)
Program Duration	3 Days
Program Description	The Certified Contact Center Manager (CCCM) is developed for contact center management teams. It is a comprehensive program that provides insights into the challenges of day-to-day contact center operations management focusing on the people, process and technology. This workshop is for individuals who leads a contact center and needs to develop advanced contact center leadership competencies to transform their operations into a successful customer contact center.
Who Should Attend?	<ul style="list-style-type: none"> • Operations Managers • Team Leaders • Experienced Supervisors • Potential Contact Center Managers • Senior Contact Center Professionals
Program Objectives	<ul style="list-style-type: none"> • To execute effective Contact Center Management operations through an improved understanding of key elements required for high performance; • To understand the fundamentals of a high energy Contact Center environment; • To develop competency in a Contact Center Manager with the knowledge and skills to manage and maximize internal resources; • To gain knowledge on current world-class benchmark practices; • To develop a deep understanding of performance metrics and how to predict it's effects; • To provide morale and performance boosters for the contact center management team.
Program Outline	<p><u>INTRODUCTION</u></p> <p>Module 1: Positioning Your Contact Center in the Experience Economy</p> <ul style="list-style-type: none"> • Understanding the Importance and Role of a Contact Center • Assessing Your Contact Center Performance & Essential Requirements of a Contact Center Setup • Strategic Positioning of a Contact Center in an Organizational Structure <p>Module 2: Understanding Customer Relationship Management</p> <ul style="list-style-type: none"> • Exceeding Customer Delight – The Way Forward • Creating the Branded Customer Experience

	<ul style="list-style-type: none"> • Service Products vs. Manufactured Products – Key Differences / Key Similarities <p><u>PEOPLE</u></p> <p>Module 3: Controlling Turnover in Your Contact Center</p> <ul style="list-style-type: none"> • Understanding the High Turnover Phenomenon • Defining the Turnover Challenge – Positive and Negative Attrition • Effective Measures to Manage Turnover Rate <p>Module 4: Recruiting the Right Professionals for Your Contact Center</p> <ul style="list-style-type: none"> • The Importance and Key Elements In Recruiting The Right Professional for Your Contact Center • Identifying Your Staffing Philosophy and Procedures • Identifying Agent Competencies and Developing Behavioral Interviewing Skills <p>Module 5: Counsel, Coach, Train and Develop (CCTD) The Contact Center Professional</p> <ul style="list-style-type: none"> • What is CCTD and How it Works in a Contact Center • The CCTD Approaches for Various Types of Contact Center Professionals • The Practice of Continuous and Consistent CCTD <p><u>OPERATIONS</u></p> <p>Module 6: Transforming Contact Center Metrics to Your Advantage</p> <ul style="list-style-type: none"> • Understanding Contact Center Numbers for Performance • The 5 Key Rules of Measurement Techniques • Identifying Your Contact Center’s Key Performance Indexes • Performance Analysis Tool • Determining Metrics Indicators • Performance Dashboard Metrics • Benchmarking Your Service Level • Ownership of Measurements <p>Module 7: Call Forecasting and Staff Scheduling</p> <ul style="list-style-type: none"> • Understanding Inbound Call Volume Characteristics • Forecasting Methods – Time Series Forecasting and Explanatory Forecasting • Staff Schedule Development – How Many Agents? • Developing and Implementing an Effective Roster • Developing the Key Components of a Successful Action Plan <p>Module 8: Aligning Contact Center and Personal Strategic Focus</p> <ul style="list-style-type: none"> • Setting Realistic Objective, Goals and Targets • Developing the Key Components of a Successful Action Plan • Managing Change in a Performance Focused Contact Center
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	<p><u>TECHNOLOGY</u></p> <p>Module 9: Contact Center Tools and Technology</p> <ul style="list-style-type: none"> • Understanding ACD, IVR and CRM Technology • The Purpose and Impact of ACD, IVR and CRM Technology • Various Types of e-Support Tools: e-learning & knowledge management
<p>Methodology</p>	<p>The training methodology will be based on the ATCEN PEAK methodology. This will include:</p> <ul style="list-style-type: none"> - High impact short lectures - Lively activities - Insightful presentations to the team - Instant feedback from the facilitator