

About Your Training Partners, Incoming Calls Management Institute and Call Centre Consultants



Incoming Calls Management Institute (ICMI) offers the most comprehensive training programmes and educational resources available for professionals in the customer contact environment. ICMI's award-winning educational services have won the confidence of thousands of organisations, both large and small. ICMI's successful track record stems from its longevity in working with call centres and active involvement in the evolution of the customer contact industry.



Call Centre Consultants provides specialist advice and independent consultancy in the development, implementation, management, operation, planning, staffing, training, recruitment of Call Centres, to both end-users and suppliers, either directly or in partnership with other independent consultants. As an independent consultancy Call Centre Consultants can provide you with a totally unbiased view and provide you with a solution to suit your company's specific needs.

The seminars included in this brochure are available on-site.

For more information about our on-site seminars,

contact Alan Vaughan:

tel: +44 (0) 845 612 8866

mobile: +44 (0) 7973 229295

alan@callcentreconsultants.com

www.callcentreconsultants.com



Train Your Entire Team, On-Site

ICMI's on-site seminars save travel time and expense, while concentrating solely on your organisation. Within a tried and proven framework, relevant ideas and issues are discussed. Participants get their questions answered, and all come away with a common understanding of what has to happen to do it right, and "talking the same language." On-site seminars can be delivered at any location in the world, and the number of people who attend is up to you.

For more information about our on-site seminars, contact Alan Vaughan at +44 (0) 845 612 8866 or alan@callcentreconsultants.com.

BENEFITS OF AN ICMI/CCC ON-SITE SEMINAR:

- Trains an entire team when and where convenient.
- Develops actionable plans that bring immediate and long-term benefits.
- Builds a common understanding throughout your organisation.
- Focuses on your organisation's unique operation.
- Saves travel time and costs.

TRAINING SEMINARS AVAILABLE ON-SITE:

Essential Skills and Knowledge for Effective Call Centre Management

Improving the Effectiveness of Speech and IVR

Monitoring and Coaching for Improved Call Centre Performance

Benefits of Attending ICMI/CCC Training Seminars:

- Programmes are delivered by the industry's top facilitators.
- Topics are presented within the context of a working call centre.
- Courses build a common understanding throughout your organisation.
- ICMI's first-hand knowledge of the call centre environment eliminates misconceptions and fads from the seminar content.
- Content is designed to directly and significantly increase your effectiveness.
- You are guaranteed an objective, educational experience, since ICMI is independent and is not associated with, owned or subsidised by any industry supplier.
- Learning occurs in a stimulating atmosphere that is both productive and fun.

100% Money Back Guarantee

Providing a rewarding and effective learning experience is our number one goal. At Call Centre Consultants, we offer an unconditional guarantee with all of our training seminars. If you do not receive expected value from one of our seminars, let us know in writing within 10 business days of attending and we will immediately refund your entire registration fee.

You have my personal guarantee!
Managing Director, CCC

PUBLIC SEMINAR REGISTRATION

PLEASE COPY THIS PAGE TO SUBMIT ADDITIONAL REGISTRATIONS.

Yes! Register me for the following public seminar(s) please tick

ESSENTIAL SKILLS AND KNOWLEDGE FOR EFFECTIVE CALL CENTRE MANAGEMENT

UK £ 950* per person excluding VAT

- 20 - 21 May 2008 • Birmingham, UK • Crowne Plaza NEC
 8 - 9 October 2008 • Bristol, UK • Marriot City Centre

IMPROVING THE EFFECTIVENESS OF SPEECH AND IVR

UK£ 995* per person excluding VAT

- 1 - 2 October 2008 • London, UK • Holiday Inn, Kensington Forum



Approved by CCMA
Training Approval Programme

Registration Information

REGISTRATION FEE

Registration fee includes comprehensive seminar materials, continental breakfast, and lunch. Registration fee must be paid in advance. You are responsible for your own travel and lodging costs. Essential Skills And Knowledge: UK£ 950* Improving Speech and IVR: UK£ 995*
**Or Euro equivalent at date of invoice. All prices are per delegate and are exclusive of VAT.*

TEAM AND CCMA DISCOUNTS

If 3 or more employees from the same organisation register for the same seminar location, each is entitled to a 10% discount if the registrations are submitted together and paid in advance. Current CCMA members will receive a 10% discount of their fee, on provision of their membership number. Note—only one discount per booking applies.

CLASS HOURS 8:30-5:30 BOTH DAYS

Dress is business casual. We suggest you dress in layers, as CCC cannot control the temperature as set by each individual hotel.

HOTEL INFORMATION

Delegates are responsible for organising their own hotel accommodation. Necessary information is shown above on this page.

CANCELLATION POLICY

Confirmed registrations may be cancelled up to 21 days before the seminar subject to a £50 handling fee. Registrants who cancel between 7 and 21 days prior to the seminar will be subject to a £100 cancellation fee. Cancellations less than 7 days in advance will be liable for full payment. In the event that Call Centre Consultants must cancel this seminar for any reason, Call Centre Consultants will be responsible only for refunding the seminar registration fees received.

SATISFACTION GUARANTEED

Providing a rewarding and effective learning experience is our number one goal. We offer an unconditional guarantee with all of our seminars. If you do not receive expected value from an ICMI/CCC seminar, let us know in writing within 10 business days of attending and we will immediately refund your entire registration fee. NO QUESTIONS ASKED!

Programme correct at time of printing. We reserve the right to change the seminar programme without notice. The contents and design of this brochure are copyright by CCC of Looe, UK.

Seminars Held at:

BRISTOL

Marriott City Centre
Tel: 0117 929 4281
Fax: 0117 927 6377

BIRMINGHAM

Crowne Plaza NEC
Tel: 0870 400 9160
Fax: 0121 781 4321

LONDON

Holiday Inn London Kensington Forum
Tel: 0870 400 9100
Fax: 0207 412 0568

Register Four Easy Ways

Online: www.callcentreconsultants.com

Email: seminars@callcentreconsultants.com

Phone: **+44 (0) 845 612 8866**

Mail: **Call Centre Consultants Limited
St Johns Court
East Cliff
Looe
PL13 1DE**

Seminar Title and Date _____

Attendee 1. _____

Position _____ Email _____

Attendee 2. _____

Position _____ Email _____

Attendee 3. _____

Position _____ Email _____

Organisation _____ Purchase Order (if applicable) _____

Address _____

_____ Post Code _____

Telephone () _____ Fax () _____

CCMA Membership Number: _____

Method of Payment (tick relevant box)

Charge to: MasterCard VISA

Account No. _____ Security Code _____

Name on Card _____ Exp. Date _____

Address of Card Holder. _____

Cheque enclosed (Make payable to Call Centre Consultants Limited)

Bill my organisation in UK£ Euro

CALL CENTRE CONSULTANTS ICMI's FLAGSHIP SEMINARS

summer/autumn 2008

EXPERIENCE • OBJECTIVITY • RESULTS • TRUST
Optimise Contact Centre Performance



Essential Skills and Knowledge Seminar

Unlock the secrets of the best call centres and find out how to apply them in your organisation (see page 2)

BIRMINGHAM, UK

20 - 21 May 2008

BRISTOL, UK

8 - 9 October 2008



Improving the Effectiveness of Speech and IVR

Gain the knowledge and tools you need to plan, design and implement effective touchstone and speech recognition self-service systems. (see page 4)

LONDON, UK

1 - 2 October, 2008

**The first resource that
Call Centre Professionals
turn to for...**

TRAINING

CONSULTING

PUBLICATIONS

MANAGEMENT TOOLS

MEMBERSHIP

& CONFERENCES

“*Exceeded my expectations,
one of the most relevant and
best courses I have attended*”

RICHARD LATTER
Customer Service Manager, Comdirect

presented in conjunction with



ICMI's FLAGSHIP IN-PERSON SEMINARS

ESSENTIALS for directors, managers, analysts & supervisors

Essential Skills and Knowledge for Effective Call Centre Management

Unlock the secrets of the best call centres and find out how to apply them in your organisation



The course was excellent. The materials provided are in-depth and a fantastic reference

JOHN TALBOT
Call Centre Support Manager,
Chelsea Building Society

SEMINAR MATERIALS INCLUDE:

- A comprehensive course manual
- Glossary of call centre terms
- Article reprints and studies
- Free software including a suite of useful tools
- A trip report, action plan and handsome certificate of completion

Bring this seminar on-site
Contact **Alan Vaughan**
on **+44 (0) 845 612 8866** or
alan@callcentreconsultants.com
for information about bringing
this seminar to your call centre.

Attend ICMI's flagship seminar and build a solid foundation for successful call centre management. You'll learn breakthrough strategies and techniques you can apply for years to come to ensure extraordinary customer service and achieve your personal career goals.

ATTEND THIS SEMINAR AND YOU'LL DISCOVER POWERFUL WAYS TO:

- Create a planning culture
- Meet service levels consistently
- Forecast the workload with accuracy
- Develop accurate schedules
- Manage the queue in real-time
- Communicate unique call centre dynamics
- Set the right performance objectives
- Improve quality and efficiency
- Win the support and recognition of top management

The industry's highest-rated seminar attended by more managers than any other call centre seminar.

YOU WILL GAIN A WEALTH OF BENEFITS INCLUDING STRATEGIES TO:

- Reduce abandonment rates and recover lost customers
- Manage a wide range of contact channels
- Exceed customer expectations
- Raise performance standards
- Reduce call centre costs and improve your bottom line

WHO SHOULD ATTEND?

This exceptional seminar delivers plans, strategies and success secrets guaranteed to improve your operations and boost the value of your call centre. ICMI's program repeatedly garners high praise from directors, managers, analysts and supervisors in a wide range of commercial and government sectors including those involved in: customer service, sales, help desks, claims, reservations, information centres, hotlines, emergency services and consumer affairs.

Perfect for your entire management staff, this seminar will build a solid foundation for call centre excellence in your organisation and your career.

DATES AND LOCATIONS UNITED KINGDOM

BIRMINGHAM, UK
20 - 21 May 2008
Crowne Plaza, NEC
0870 400 9160

BRISTOL, UK
8 - 9 October 2008
Marriot City Centre
0117 929 4281

2 Day Course
UK £950 + VAT per person

Go to **www.icmi.com** for dates and locations of outside of the United Kingdom

Programme Outline

The call centre profession

- How skills and knowledge are developing
- How the best centres operate
- Definition of call centre management

The driving forces of call centres

- Random call arrival
- Visible and invisible queues
- Seven factors affecting caller tolerance

An effective planning process

- The nine interrelated planning steps
- Developing a proven planning process

Service level and response time

- Choosing the right objectives
- How quality and accessibility interrelate
- The impact of the multichannel environment

Acquiring the data you need

- Spanning organisational boundaries
- Avoiding “info-glut”

Forecasting the workload

- Understanding call volume and call load
- Proven forecasting methods
- Blending quantitative and judgmental approaches
- Avoiding ten common forecasting mistakes
- Setting accuracy goals

Staffing the right way

- Defining answer groups
- Erlang C and computer simulation
- Staffing email, networks, skills-based routing, long calls and blended environments

Indispensable calculations and projections

- Base staff and trunks required
- Occupancy and adherence to schedule
- Anticipating growth
- Factoring in non-phone activities

The implications of the “immutable laws”

- Service level versus occupancy
- The powerful pooling principle
- Staff versus trunks and network costs
- The dynamics of group size
- The law of diminishing returns

Organising effective schedules

- Available alternatives
- Preparing for exceptions
- Getting buy-in from staff
- Schedule adherence - without autocracy

Cultivating collaboration and buy-in throughout

- Why (and how) your agents should be involved in the planning process
- Making a case to senior management
- Coordinating with other departments

Real-time management

- The information to watch
- The “where is everybody?” issue
- Understanding caller behaviour
- Identifying feasible real-time actions
- Utilising real-time strategies appropriately

Improving quality and efficiency

- Service level with quality
- Beyond platitudes - improving the process
- Quality improvement tools

Performance measurements

- How actions may conflict with objectives
- What to measure - individuals
- What to measure - the call centre as a whole
- Essential principles of people management

Leading practices and your professional development

- Characteristics of leading call centres
- Your professional career path and development
- Action plan

Meet Your Instructor BECKY SIMPSON

Essential Skills & Knowledge for Effective Incoming Call Centre Management is facilitated by high-level practicing professionals who have an unparalleled base of knowledge and experience. Each is an ICMI Certified Associate and among the call centre industry's best and brightest. Through their ongoing exposure to everyday call centre challenges, they foster an interactive, real-world classroom atmosphere that ensures a rewarding and enjoyable learning experience. One will facilitate each course.



For instructor bios, go to www.icmi.com

NETWORKING SESSION

At the end of the first seminar day join your colleagues at our informal but valuable networking session, complimentary drinks included!

Improving the Effectiveness of Speech and IVR

Gain the knowledge and tools you need to plan, design and implement effective touchtone and speech recognition self-service systems.

ICMI and Enterprise Integration Group, Inc. (EIG) have joined forces to bring you practical guidance on designing the best customer-focused Interactive Voice Response (IVR) for your business. The workshop provides an immersion in touchtone and speech recognition IVR design principles with an emphasis on practical dialogue design. Learn research-based techniques that increase throughput and IVR containment while reducing errors. Recommendations are based on extensive research into how to make IVR a desired customer touchpoint.

An excellent course! I picked up many useful tips on IVR and it helped with our plans for future enhancements to our speech system.

ANDREA AYRES
Lloyds-TSB Bank

An excellent all-around course covering the 'why' and 'how' to IVRs. I learned valuable lessons on how to avoid basic mistakes and for both the business and customers to get the most out of comprehensive call routing and effective self service.

DAVE ASHTON
Onetel

The teaching style is hands-on and highly participative. Attendees will learn specific and detailed techniques through numerous examples, case studies, research studies and the chance to consider the principles learned in the context of their organisation. This is not a programming class, but rather an opportunity for you to explore how IVR can help accomplish, not frustrate, your business objectives.

REGISTER TODAY AND LEARN HOW TO:

- Understand specialised IVR terms and abbreviations
- Design a customer-focused IVR
- Apply principles from human psychology
- Structure menus that are easy to navigate
- Use natural language that helps (not hinders) customer satisfaction

A two day course for customer contact professionals

AFTER TWO DAYS, YOU WILL BE EQUIPPED TO:

- Evaluate your IVR's quality
- Create scripts that communicate your brand and make sense to the customer
- Migrate to speech recognition (if that is appropriate for your application)
- Implement your design successfully with thorough planning and testing
- Make the IVR business case

WHO SHOULD ATTEND?

This workshop is aimed at those responsible for customer contact applications, including contact centre directors, call centre managers, and IVR specialists. The course applies to customer service, sales and technical support applications from virtually every industry. The focus of the course is on customer self-service and the technology details required to design effective applications. Both novices and IVR experts have attended and recommend this workshop.

DATES AND LOCATIONS UNITED KINGDOM

LONDON, UK
1 - 2 October, 2008

Holiday Inn, Kensington Forum
Tel: 0870 400 9100

2 Day Course
UK £990 + VAT per person

Go to www.icmi.com for dates and locations of outside of the United Kingdom

Presented in conjunction with

