

These Courses are Required by Manitoba Customer Contact Association:

Call Centre Operations Management

Service Level and Response Time

The topics covered in this section are:

- Establishing and Using Service Level and Response Time Objectives
- Planning and Managing Service Level and Quality
- Real-Time Management
- Establishing and Managing Service Level Agreements

Key Performance Indicators

The topics covered in this section are:

- Managing and Reporting Key Performance Indicators
- Resolving Problems in Meeting Key Performance Indicators
- How Key Performance Indicators Interrelate

Key Forecasting Definitions

The topics covered in this section are:

- Forecasting Definitions, Principals and Methodologies
- Staffing Calculations and Queue Dynamics
- Scheduling Principles and Methodologies
- Managing and Improving Quality

Facilities and Disaster Recovery

The topics covered in this section are:

- Site Selection Issues
- Floor Plan Design
- Health, Safety and Security
- Regulatory Requirements
- Disaster Recovery

Customer Relationship Management

This course will provide a comprehensive examination of Customer Relationship Management (CRM) in a customer contact centre by introducing students to fundamental concepts, theories and practices of CRM. The course will provide the student with the opportunity to develop strategies to work as a leader within his or her own organization. This course requires the active participation of students in both a class and group setting.

Learning Objectives:

Identify the dynamics and economics of customer acquisition, retention, value and access.
Understand how to evaluate the effectiveness of service delivery and its impact on customers.
Understand relationship-building strategies.

Demonstrate an understanding of how to execute a strategy that aligns human resources, business processes, and technology to assure a positive customer experience.

Elective Course – Choose one of the following:

The Canadian Customer Contact Centre Landscape I

An introduction to the changing face of the customer contact centre industry and a survey of the characteristics of the Canadian contact centre environment. Upon successful completion of this subject, the student will be able to:

1. Demonstrate a working knowledge of the Canadian customer contact centre environment
2. Identify the emerging trends in the industry
3. Distinguish the various customer contact industry verticals
4. Demonstrate a working knowledge of the role of customer contact centres in the business service continuum
5. Demonstrate an understanding of the role and function of technology in customer contact centres
6. Analyze the dynamics of working relationships in a people intensive industry.

The Canadian Customer Contact Centre Landscape II

An examination of the dynamics of the interface between contact centres and related functional areas of activity such as marketing and Customer Relationship Management (CRM). Upon successful completion of this subject, the student will be able to:

1. Demonstrate a working knowledge of the Canadian customer contact centre environment
2. Identify the emerging trends in the industry
3. Distinguish the various customer contact industry verticals
4. Articulate the role of customer contact centres in the business service continuum
5. Demonstrate an understanding of the role and function of technology in customer contact centres
6. Demonstrate an understanding of the dynamics of working relationships in a people intensive industry
7. Qualify as a candidate for an entry-level management position in a contact centre
8. Act as a knowledgeable spokesperson on the need for training and professional development for customer contact centre managers

Contact Centre Management

Customer Contact Centre Technology

Course Objectives:

This course will explain the fundamentals of inbound call centre technology, and explore ways current technology might evolve. It examines different methods of obtaining this technology and outlines how to protect the call centre through disaster planning. Understanding inbound call centre technology is one important step to providing better service to the customers. Having technical knowledge of the call centre environment is a considerable advantage when few employees really understand the technology they are working with. Upon completion of this course, the learner will be able to identify, purchase, and protect inbound call centre technologies of the present and beyond.

Course Style

Every week will be broken into two classes:

- The first part is the lecture
- The second part will either be a case study or a lab exercise session

In total, the students will complete 4-5 assignments (approximately one assignment every three weeks); these will mostly be group assignments and will be related to real-life situations.

Learning Outcomes

- Assessing the company's technological needs
- Grasping the technical capabilities of call centres
- Understanding how the Call Centre Technologies have changed over the years to what it currently is
- Calculating the call centre requirements from a traffic engineering perspective
- Predicting how technological advancements will be impacting call centres
- Developing policies and procedures to protect the call centre data from disasters and technical hackers

Managing a Sales Environment - On Request

Financial Management – This course may be taken through the University or MCCA

This course will introduce you to how accounting information is used in decision making by managers of organizations.

Course Hours: 36

Facilitating Successful Meetings - On Request
