

Certified Contact Centre Manager



The only certified course in the region dedicated to
Contact Centre, Help Desk and Call Centre Managers

By attending this highly beneficial course, you and your
organisation will:

- Learn how to create a highly productive, cost effective contact centre or help desk
- Discover how to turn your existing contact centre or help desk into a strategic asset
- Inspire confidence in the service and promote enduring customer satisfaction and loyalty
- Adopt the best practice used by world class contact centres
- Discover ways to manage and motivate staff for optimum results and avoid burn-out
- Establish a clear understanding of the latest tools and techniques to improve productivity and responsiveness
- Understand critical success factors to improve overall performance of your contact centre
- Market and promote your contact centre or help desk more effectively to customers within and outside your service

Certification



Strategic Media Partner



Strategic Business Information Partner



<http://my.ameinfo.com>

12 – 16 November 2006
JW Marriott Hotel, Dubai, UAE

Certified Contact Centre Manager

12 – 16 November 2006

Who Should Attend?

Contact Centre Managers, Call Centre Managers, Help Desk Managers, Service Desk Managers, Hot Line Managers, Support Centre Managers, Customer Service Managers, Customer Support Managers and Supervisors; Problem and Solution Managers and Team Leaders, Second Line Support Managers, Account Managers, all service and support professionals who wish to update their skills with techniques in customer contact management; all managers and supervisors having regular interface with customers.

Course Timings

Registration for the course will be at 8:00. The course will commence at 8:30 and finish at 14:30 each day, with breaks for refreshments at appropriate intervals. Lunch will be served each day at 14:30.

Course Outline

This practical course is designed to meet the needs of all those managers and team leaders who are working in a contact centre, call centre or help desk function. This highly interactive five day course will show you how to implement or develop a contact centre that will be a strategic asset to your organisation, promoting enduring customer satisfaction and loyalty.

Day One – Sunday, 12 November 2006

The Strategic Contact Centre

- What is a strategic contact centre or help desk?
- Strategic decision making for the contact centre?
- How to align the contact centre with your business mission
- Benefits of a contact centre
- Contact centre goals and objectives
- Customer expectations and needs
- Making the case
- Defining the tasks
- Contact centre trends

The Contact Centre Portfolio

- The outbound contact centre
- Supporting new customers
- The contact centre – request, problem and fault reporting
- The technical help desk
- Problem solving
- Change management
- Resource management
- Other tasks – integrating services

Organisational Strategies

- What type of contact centre or help desk is best for your organisation?
- Central or distributed?
- Real or virtual?
- Outsourcing for cost-effectiveness – or insourcing for customer satisfaction?
- The one stop shop
- Shared and private desk space – hot desking

- What service hours and how to cover them
- Who should "own" the contact centre?
- Managing expectations
- Management commitment

Best Practice Implementation and Management

- Planning implementation
- Equipment
- Sources of help
- Call logging
- Contact centre and help desk software; options and selection
- Problem management databases
- Expert systems
- Managing knowledge
- Effective use of internet and intranet
- Sources of help and resource
- Measuring customer satisfaction
- Customer satisfaction surveys

Day Two – Monday, 13 November 2006

Contact Management

- Telephone techniques
- Problem diagnosis
- Call prioritisation
- Call escalation
- Call management
- Call resolution and follow-up
- Other contact channels: email, web, fax, SMS and voice

Measuring And Monitoring Service

- What is a quality service and how to create one
- Critical success factors and Key Performance Indicators (KPIs)
- Using service level agreements (SLAs) to manage customer expectations
- Performance standards
- What makes good and bad performance metrics
- Value added service
- Proactive help
- Teaching customers self-help

Skills Issues

Skills required for a successful:

- Contact Centre Manager
- Help Desk Manager and Help Desk Analyst
- First and second level support
- Technical support

Day Three – Tuesday, 14 November 2006

Enhance The Customer Experience By Using Effective People Management

- Skills mix – manager, supervisor and help desk staff
- Part time or full time staff?
- Communications issues and people problems
- The power of emotional commitment
- Staff recruitment, motivation, performance and appraisal
- Managing staff stress

Relationships And Politics: How To Win Support

- Power to influence: Getting results without authority
- Dealing with politics
- Interface with change management procedures
- Managing customers
- Applying marketing principles to contact centre management
- Business issues; fee or free? Charging for support services
- Getting charging right

Issues Of Management And Values

- People issues at work
- Policies and procedures
- Avoiding culture clash
- Workplace ethics
- Building teamwork
- Leadership issues

Workload Management And Management Reporting

- Jobs and skills for the contact centre and help desk
- Layered support
- Time management for staff
- Assessing resource requirements: Resource planning and budgeting
- How to improve agent productivity
- Calculating cost per call and revenue generation
- Management reporting: Buried treasure!

Day Four – Wednesday, 15 November 2006

Effective Communication With Users And Customers

- Telephone techniques: Do's and don'ts
- The greeting
- Active listening skills
- Creating empathy
- Verbal skills
- Use of language
- Ensuring understanding
- Effective use of questions
- Questioning techniques: Open, closed and multi-level questioning
- Recording the call
- Closing the call

Handling Customer Conflict

- Unrealistic customers: How to say "no" nicely
- Empathy and conciliation
- Coping with criticism; handling put-downs.
- How to handle complaints
- Customer types: Dealing with passive customers, ramblers and bulldozers
- How to deal with abusive customers
- Maintaining relationships
- Use of assertiveness

Analytical And Problem Solving Techniques

- Using reference materials and resources
- Creative and lateral thinking
- Using tools and techniques for problem solving
- Thinking methods and skills
- How to generate options
- Defining priorities
- Developing action plans

Day Five – Thursday, 16 November 2006

Planning For The Next Generation Contact Centre



Delegate Round Table

This is an informal discussion and opportunity to discuss all of your contact centre and help desk issues.

Examination (1 hour)

The computerised exam will include multiple-choice questions and will cover the subjects discussed during the course. The results will automatically be given after the examination.

Personal Review

You will have the opportunity for a ten-minute review of your examination with the examiner.

The programme is intended as a guide only. The course is designed to be interactive and the running order may be changed or amended to reflect your interests and requirements.

Meet Your Expert Course Leader



Andrew Hiles was among the first trainers outside the USA to be certified to deliver Help Desk Institute (HDI) courses and to qualify to audit Help Desk and Call Centres for the HDI site certification programme. He co-authored the book *Creating a Customer-Focused Help Desk:*

How to Win and Keep Your Customers, published by Rothstein Associates Inc. and developed the best selling CD *Help Desk Framework™*. Andrew has successfully run many Certified Help Desk Manager courses both regionally and internationally. The Certified Contact Centre Manager is an advanced course and has been designed specifically to cater for the requirements of the Middle East.

Andrew is a Director of Kingswell International, consultants in service management and customer-supplier relationships. He has helped hi-tech, financial, transport and government bodies to develop programmes for help desk and call centre management. Andrew is an international consultant in service management and, as a speaker, he has featured on conference programmes in the USA, Europe, Middle East, Asia and the Pacific Rim and delivered over 300 successful workshops and training courses around the world. He has presented at Cranfield, Ashridge, Henley and GEC Colleges of Management, the UK Joint Services Staff College and on radio, television and webcasts.

Andrew is a Fellow of the Business Continuity Institute and a member of the British Computer Society. He has some 25 years experience in all aspects of IT operations including responsibility for customer support, business analysis and project management on behalf of service users and in consultancy.

Andrew was founder Chairman of the influential European Information Market (EURIM) group, which supports the UK Parliament's All-Party EURIM Group in handling European legislation impacting IT. He is a past Chairman of IBM GUIDE (UK) Operations Management Group. Andrew was founder and for some 15 years, Chairman of the first international user group for business continuity professionals, and was a founding director of the Business Continuity Institute.

Certification



This prestigious certification marks out those Contact Centre and Help Desk Managers who have successfully passed the examination associated with this course. Some 200 high achieving professionals now bear this qualification, which has been specially developed for the unique characteristics of the region. The certifying authorities are IIR, part of the worlds biggest training and conferencing organisation, and Kingswell International, leaders in Help Desk and Contact Centre training and consulting for almost 20 years.

Hear What Delegates Said About IIR's Previous Contact Centre And Help Desk Events:

"It was excellent and I was able to meet and gain new skills from all those that attended the event"

Ahmed Hafiz, Help Desk Manager

AI Tawfeek Funds & Investments Co., KSA

"Excellent and very informative course on setting up the help desk"

Sandra D'silva, Manager Customer Support

Gulfnet International, Kuwait

"Course sessions were well documented and useful to implement in real life"

Abbas Ali Abbasi, Supervisor

Gulfnet International, Kuwait

"It was a very good event, it gave me new ideas and skills"

Jasem Al Ghareeb, Head of Operations Division

Kuwait Fund for Arab Economic Development, Kuwait



Certified Contact Centre Manager

12 – 16 November 2006 • JW Marriott Hotel, Dubai, UAE

IIR Middle East certified by



ISO 9001:2000

Remember to quote your VIP Code when registering to be entered into a draw to **WIN US\$ 250** Dubai Duty Free Vouchers.

FIVE EASY WAYS TO REGISTER

971-4-3352437 971-4-3352438 register@iirme.com

IIR Holdings Ltd. PO Box 21743, Dubai, UAE GCS/IIR Holdings Ltd. PO Box 13977, Muharraq, Kingdom of Bahrain

www.iirme.com/contactcentre

WEB AC295

YES, I want to register for:

Event	Date	Price
<input type="checkbox"/> Certified Contact Centre Manager	12 – 16 November 2006	US\$ 3,495 / AED 12,835

Discounts

<input type="checkbox"/> Register on or before 27 August 2006	SAVE US\$ 500	US\$ 2,995 / AED 10,999
<input type="checkbox"/> Register on or before 17 September 2006	SAVE US\$ 250	US\$ 3,245 / AED 11,917

For further information
and Group Discounts
contact +971-4-3352483
or email: info@iirme.com

Fees include documentation, luncheon, refreshments and a certificate of attendance.

PERSONAL DETAILS

	Title	First Name	Surname	Job Title	Department	Email
1 st Delegate						
2 nd Delegate						
3 rd Delegate						
4 th Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department						
Training Manager						
Booking Contact						

Company:

Address (if different from label above):

Postcode: Country:

Tel: Fax:

No. of employees on your site:

0-49 50-249 250-499 500-999 1000+

Nature of your company's business:

Yes! I would like to receive information about future events & services via email.

My e-mail address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

Name on Card:

Card Number: Exp. Date:

Signature:

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Hotel & Accommodation Details

JW Marriott Hotel, Dubai, UAE
Tel: 971-4-2624444 Fax: 971-4-2626264

BOOK NOW by contacting the hotel directly.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

© Copyright I.I.R. HOLDINGS B.V.

LM **PG T160** HELP DESK