

**icmi** contact center  
**symposium**

Scottsdale, Arizona  
November 16-19, 2015



[ICMI.com/Scottsville](http://ICMI.com/Scottsville) • 800-627-6177

# CONTACT CENTER TRAINING TO **IMPROVE PERFORMANCE**

If you're a call center professional looking to enhance your knowledge, the ICMI Training Symposium in Scottsdale, AZ is the place to be. Value-priced passes, extending from one to four days, cover an array of critical industry topics ranging from essential skills to hands-on coaching, from metrics to strategy. And with eight different courses to choose from, you can customize your learning experience by focusing on the specific areas that meet your interest.

- ✓ Attend classes on coaching and scoring written communications – offered for the first time at an ICMI Symposium
- ✓ Acquire top-notch training in critical areas of contact center operations
- ✓ Combine unsurpassed education with multiple networking opportunities
- ✓ Minimize travel and time away from your office while maximizing your return
- ✓ Make a vacation out of it! Fantastic family resort



## **THE WORKFORCE MANAGEMENT BOOT CAMP**

4 Days • Nov. 16-19

This workshop integrates all aspects of workforce management to give professionals the precise, start-to-finish skills that will improve accuracy, efficiency, increase employee and customer satisfaction, and consistently meet service levels.

- LEARN HOW TO:** ✓ Understand the basic WFM statistics
- ✓ Examine a variety of forecasting models
  - ✓ Provide more value through reporting and data

## **ESSENTIAL SKILLS AND KNOWLEDGE FOR CONTACT CENTER MANAGEMENT**

2 Days • Nov. 16-17 or Nov. 18-19

This is ICMI's flagship course – the highest rated in the industry and attended by more key contact center management personnel than any other industry course available.

- LEARN HOW TO:** ✓ Create an effective planning process
- ✓ Reduce call center costs and improve your bottom line
  - ✓ Meet service levels consistently and measurably

## **MONITORING & COACHING**

2 Days • Nov. 16-17

Design a comprehensive, cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment.

- LEARN HOW TO:** ✓ Structure a program to increase agent satisfaction
- ✓ Reduce turnover
  - ✓ Build consensus and gain buy-in from the entire contact center

## **MORE THAN METRICS: HARNESSING DATA TO DRIVE PERFORMANCE**

2 Days • Nov. 16-17

This intensive course takes an extended look at the key metrics contact centers should focus on and how to best communicate results and performance to each respective group.

- LEARN HOW TO:** ✓ Identify which metrics to use and which to avoid
- ✓ Effectively implement tools like analytics, dashboards, and more
  - ✓ Prevent a data overload and unnecessary reporting

## **CONTACT CENTER FINANCIALS**

2 Days • Nov. 16-17

This course is designed to provide a solid understanding of strategic analysis to improve performance through planning and building a strong contact center budget, measuring financial performance, and reporting results.

- LEARN HOW TO:** ✓ Evaluate your center's financial performance
- ✓ Secure the funds necessary to effectively and efficiently manage a call center
  - ✓ Provide tools to assess the effectiveness of resource utilization

## **CONTACT CENTER STRATEGY**

2 Days • Nov. 18-19

This executive-level planning workshop will provide the tools and direction necessary to develop, implement and manage a contact center strategy and leadership process.

- LEARN HOW TO:** ✓ Develop a comprehensive customer access strategy
- ✓ Align people, processes, and technologies
  - ✓ Inspire customer loyalty

## QUALITY FORM DEVELOPMENT WORKSHOP

1 Day • Nov. 18

This hands-on training will offer an in-depth look at the components of an effective quality program, regardless of the channel.

**LEARN HOW TO:** ✓ Undergo the process of building a QM form

- ✓ Conduct effective calibration sessions
- ✓ Deliver actionable coaching and feedback

## HELPING AGENTS WRITE GREAT EMAIL AND CHAT TO CUSTOMERS (Presented by E-WRITE)

1 Day • Nov. 18

Discover what excellent written service looks like in email and chat, how to deliver the best service in each channel, and how to evaluate agents' potential for written versus phone service.

**LEARN HOW TO:** ✓ Write email that's modern and effective

- ✓ Use an appropriate tone in email and chat, so you can develop rapport with customers
- ✓ Complete chats efficiently without rushing customers or compromising quality

## SCORING THE QUALITY OF EMAIL, CHAT, AND SOCIAL MEDIA CUSTOMER SERVICE (Presented by E-WRITE)

1 Day • Nov. 19

In this day-long workshop, you'll learn which standards to use when scoring the quality of written customer service, and the importance of coaching as you develop your agents' writing skills.

**LEARN HOW TO:** ✓ Use Scoring Tools for email, chat, and social media

- ✓ Set written communication standards before scoring agents' performance
- ✓ Coach agents to improve their writing skills

## PEOPLE MANAGEMENT

1 Day • Nov. 19

This course will help you boost agent retention and productivity by mastering the skills you need to hire and manage a fully engaged team of people who are working at their full potential.

**LEARN HOW TO:** ✓ Interview and onboard successfully

- ✓ Engage, motivate, and retain agents
- ✓ Manage your time and control stress for yourself and your team



# PASSES & PRICING

**4 Day All-Access Pass**

**\$2,795**  
\$2,995 after 10/9

**3 Day Pass**

**\$2,295**  
\$2,495 after 10/9

**2 Day Pass**

**\$1,895**

**1 Day Pass**

**\$1,195**

**All Passes Include:** Breakfast & Lunch, Networking activities and Course materials for the number of days purchased.

## GROUP REGISTRATIONS

**\*Special Team Pricing – Get 25% off when you bring your team of 3 or more for 3 or 4 days.**

For more information or to register, go to:

**ICMI.COM/SCOTTSDALE** or call **800.672.6177**

\*Discount is taken from regular pricing and is not combinable with Early Bird discounts, other promotions or offers.

# icmi contact center symposium

## TRAINING SCHEDULE

**MONDAY, NOV. 16**

**TUESDAY, NOV. 17**

**WEDNESDAY, NOV. 18**

**THURSDAY, NOV. 19**

The Workforce Management Boot Camp

Essential Skills and Knowledge for Contact Center Management

Essential Skills and Knowledge for Contact Center Management

Monitoring and Coaching

Quality Form Development Workshop

Scoring the Quality of Email, Chat, and Social Media Customer Service

Contact Center Financials

Contact Center Strategy

More than Metrics

Helping Agents Write Great Email and Chat to Customers

People Management

Welcome Reception  
4:30pm-6:30pm

## Can't make it to SCOTTSDALE?

**Orlando, FL**  
March 7-10, 2016

**Alexandria, VA**  
June 21-24, 2016

**San Diego, CA**  
November 15-18, 2016



# SAVE \$500

Use Promo Code

# BONUS

and receive 4 days of training for the price of 3 days.

Offer ends September 18, 2015