

Becoming a World Class Call Center

Two-day FCR Improvement Workshop

Day 1
8:00 AM

World Class Call Center Agenda

Introductions

Chapter 1: Call Center FCR, Esat and Csat Research

- About SQM
- Call Center Participants' Profile
- Research Methodology
- Call Center Esat Research
- Call Center FCR and Csat Research

10:00 AM

Break

10:15 AM

Chapter 1: Call Center FCR, Esat and Csat Research

- Customer Protection - CP SCORE™ Research

11:00 AM

Chapter 2: Management Focus

- Determining Call Center's Main Purpose (**Group Exercise**)
- Stakeholder Alignment to FCR, Esat and Csat Objectives
- Customer Hierarchy Pyramid
- Senior Management is the Voice of the Customer
- Customer Ownership
- Call Center Structure
- Demonstrating Call Center Value

Noon

Lunch

1:00 PM

Chapter 3: World Class Call Centers and CSRs

- World Class Certified Call Centers and Profiles
- World Class CSR Customer Service Stories (**Group Exercise**)

1:30 PM

Chapter 4: Call Center Metrics

- Common Metrics (**Group Exercise**)
- 7 Characteristics of an Effective KPI
- World Class Customer & Employee Metrics and Targets
- The Net Promoter / Balanced Scorecard
- FCR: The Silver Bullet Metric
- Different Methods of Measuring FCR
- FCR Gains from Making Improvement

3:00 PM

Break

3:15 PM

Chapter 5: World Class Call Service Delivery

- World Class Call Service Delivery Standards (**Group Exercise**)
- Best Practices for Handling Escalated Calls (**Group Exercise**)
- Call Center Outsourcing Usage and Best Practices
- Top 10 Characteristics for Choosing a New Domestic Call Center Location
- Call Center Fixed vs. Variable Budget Comparison
- Concierge Service Best Practices (**Group Exercise**)
- Work from Home CSR Best Practices

5:00 PM

End of Day



Call Center VoC Experts World Class Call Center Agenda

Day 2

8:00 AM

Chapter 6: VOC CSR Coaching

- Traditional VOC vs. Customer-Centric VOC Coaching
- CSR VOC Dashboard
- VOC CSR STAR Coaching Approach (**Group Exercise**)
- Reports Delivery & Coaching Commitment
- VOC CSR Coaching Model
- CSR VOC Performance Improvement Plan
- 7 Fundamentals of VOC Performance Appraisal Feedback

9:00 AM

Chapter 7: CQA CSR Coaching

- How CQA Works and the Process
- CQA Metrics and Evaluation Form (**Group Exercise**)
- Traditional QA vs. Customer-Centric CQA Coaching
- CSR CQA Dashboard
- CQA CSR Coaching Time Required

10:00 AM

Break

10:15 AM

Chapter 8: Bonus and Recognition Practices

- CSR VOC Bonus Practices
- Bonus Pay Distribution
- Merit Pay Increases
- Recognition Practices (**Group Exercise**)
- Certification Practices

11:30 AM

Chapter 9: CSR Selection and Turnover

- CSR Selection Practices
- Interview Questionnaire for Hiring Customer-Centric CSRs
- CSR Turnover
- CSR Exit Interview Questionnaire

Noon

Lunch

1:30 PM

Chapter 10: Customer and Employee Surveying

- Let the Customer be the Judge (**Group Exercise**)
- Customer Surveying Practices
- 3 Most Common Csat Post-Call Survey Methods
- Call Center FCR and Csat Customer Survey
- CSR Csat and 2+ Call Tagging
- Let the CSR be a Judge
- Employee Surveying Practices

2:30 PM

Chapter 11: Improving FCR, Esat and Csat

- Examples of Customer KPI Reports
- Using the IDCA Cycle to Improve FCR and Csat (**Group Exercise**)
- Identify, Develop, Check & Act

3:30 PM

Chapter 12: FCR and Csat Technology Enablers

- Discussion on technologies that have had a positive impact on FCR

4:30 PM

End of Day

Workshop Leaders

