

CERTIFIED CALL CENTER MANAGER

“Master the Skills to Lead, Optimize, and Transform Modern Contact Centers”

Schedule

Date	Venue	Fees
16 – 20 Feb 2026	Dubai, UAE	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Call centers play a pivotal role in customer satisfaction, brand loyalty, and operational efficiency. Today’s call center managers must not only handle day-to-day operations but also lead teams, implement strategic improvements, and ensure compliance with service quality standards.

This intensive 5-day program equips call center leaders with advanced tools and techniques to optimize performance, increase customer satisfaction, and manage large teams effectively. It bridges operational efficiency with leadership excellence, ensuring participants can respond to evolving customer expectations and technological innovations.

Objectives

By the end of this course, participants will be able to:

- Lead and manage high-performing call center teams
- Monitor KPIs to drive performance and service quality
- Utilize data analytics and reporting tools to enhance decision-making
- Design effective workforce planning and scheduling
- Improve first-call resolution and customer satisfaction
- Implement quality assurance and coaching systems
- Apply best practices for remote and hybrid call center operations

Why Attend

Learn how to align call center operations with customer experience goals

- Gain insights into industry benchmarks, metrics, and optimization tools
- Enhance leadership, coaching, and performance management skills
- Explore technologies and digital transformation in contact centers
- Network with other professionals facing similar operational challenges

Target Audience

This program is designed for:

- Call center managers and supervisors
- Customer service leaders and team leads
- Contact center quality assurance personnel
- Workforce planning and operations analysts
- Service delivery managers in B2B or B2C environments

Individual Benefits

Key competencies that will be developed include:

- Effective team leadership and motivation
- Strategic KPI management and service improvement
- Workforce optimization and staff scheduling
- Real-time reporting and performance monitoring
- Customer-centric communication and engagement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced customer service and loyalty outcomes
- Improved call center efficiency and cost management
- Higher first-call resolution and reduced churn rates
- Streamlined processes through effective leadership and planning
- Implementation of modern tools and best practices

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Call center management principles, leadership frameworks, and operations strategy
- Case Studies – Examples of world-class contact centers and turnaround stories
- Workshops – Simulations in scheduling, KPI analysis, and customer interaction
- Peer Exchange – Discussion of common challenges and shared solutions
- Tools – Templates for workforce planning, QA checklists, and coaching feedback forms

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Call Center Leadership

- Module 1: Role of the Call Center Manager (07:30 - 09:30) • The evolving role of the call center in business success • Responsibilities of modern call center leadership
- Module 2: Understanding Customer Experience (09:45 - 11:15) • Drivers of customer satisfaction and loyalty • Managing omnichannel service environments
- Module 3: Core Metrics and KPIs (11:30 - 01:00) • Key metrics: ASA, AHT, FCR, CSAT, NPS • Using data to improve outcomes
- Module 4: Aligning Strategy and Service (02:00 - 03:30) • Linking contact center strategy with corporate objectives

Day 2: Operational Excellence and Workforce Optimization

- Module 1: Workforce Management (07:30 - 09:30) • Forecasting, scheduling, and staffing models
- Module 2: Quality Assurance Programs (09:45 - 11:15) • Setting up QA frameworks and evaluation methods
- Module 3: Contact Center Technology (11:30 - 01:00) • CRM systems, IVR, speech analytics, and digital channels
- Module 4: Reporting and Dashboarding (02:00 - 03:30) • Designing dashboards for real-time and historical reporting

Day 3: Coaching, Training & Performance Management

- Module 1: Team Motivation and Engagement (07:30 - 09:30) • Creating a high-performance culture • Recognition and reward systems
- Module 2: Training Needs Analysis (09:45 - 11:15) • Identifying skill gaps and designing training interventions
- Module 3: Performance Coaching (11:30 - 01:00) • Conducting effective one-on-ones and feedback sessions
- Module 4: Conflict and Change Management (02:00 - 03:30) • Handling resistance and leading change initiatives

Day 4: Process Improvement and Problem Solving

- Module 1: Root Cause Analysis (07:30 - 09:30) • Identifying process inefficiencies and service issues
- Module 2: Process Mapping and Redesign (09:45 - 11:15) • Tools like SIPOC, flowcharts, and RACI models
- Module 3: Customer Journey Mapping (11:30 - 01:00) • Understanding and improving end-to-end customer interactions
- Module 4: Benchmarking and Best Practices (02:00 - 03:30) • Global case studies and implementation planning

Day 5: Leadership Excellence and Strategic Growth

- Module 1: Leading Remote and Hybrid Teams (07:30 - 09:30) • Best practices for managing distributed teams
- Module 2: Strategic Planning for Call Centers (09:45 - 11:15) • Road mapping improvements and transformation initiatives
- Module 3: Final Group Presentation (11:30 - 01:00) • Scenario-based exercise to solve real-life challenges
- Module 4: Wrap-up & Q/A (02:00 - 03:30) • Review, personal action planning, and certificate ceremony

Certification

Participants will receive a Certificate of Completion in Certified Call Center Management, validating their advanced skills in contact center leadership, service excellence, and operational optimization aligned with global best practices.

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