MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CONTACT CENTRE ESSENTIALS

""Mastering the Fundamentals of Efficient Contact Centre Management""

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 17 Apr 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

Contact centres are a critical point of interaction between organizations and their customers, driving satisfaction, loyalty, and operational success. This comprehensive 5-day course will provide participants with a deep understanding of the fundamentals of contact centre operations. Participants will gain practical skills in improving customer service, managing teams, optimizing processes, and leveraging technology to create seamless, customer-centric experiences.

The course blends theory with practical applications to equip managers and team leaders with the tools to enhance contact centre performance. Through case studies, role-playing, and interactive workshops, participants will explore key topics such as performance metrics, quality assurance, and customer relationship management, all aimed at boosting contact centre efficiency and customer satisfaction.

Objectives

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

- Understand the core functions and performance metrics of a contact centre.
- Implement strategies for improving customer service and satisfaction.
- Manage and optimize contact centre operations for better productivity.
- Leverage technology and digital tools to enhance customer interactions.
- Develop effective communication skills for managing teams and clients.

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Why Attend

- Gain a thorough understanding of essential contact centre operations.
- Learn strategies for improving team collaboration and customer service.
- Enhance your ability to manage contact centre performance and service quality.
- Discover tools and techniques to optimize processes and reduce operational costs.
- Stay ahead in the evolving customer service landscape with cutting-edge digital tools.

Target Audience

This program is designed for:

- Contact centre managers
- Customer service team leaders
- Operations managers
- Customer experience professionals
- Sales and marketing managers responsible for customer interactions
- Professionals looking to improve their knowledge of contact centre management

Individual Benefits

Key competencies that will be developed include:

- Enhanced leadership and management skills for contact centre teams.
- Expertise in optimizing customer service processes and performance metrics.
- Proficiency in using technology to improve operational efficiency.
- Advanced communication skills for better customer engagement and team collaboration.
- Capability to design and implement customer service strategies that align with organizational

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased task efficiency and reduced manual workload
- Enhanced team collaboration with AI-supported platforms
- Standardization of routine business processes
- Improved content quality and turnaround time
- Agile adoption of digital tools in line with organizational goals

Instructional Methodology

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

- Strategy Briefings – In-depth discussions on key contact centre management concepts, performance metrics, and industry trends.
- Case Studies – Real-world examples of successful contact centre operations and customer service improvements.
- Workshops – Hands-on exercises focused on optimizing processes, managing customer relationships, and using contact centre technology.
- Peer Exchange – Group discussions on common challenges and solutions in contact centre management.
- Tools – Introduction to industry-leading contact centre management software and tools for operational efficiency.

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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: Introduction to Contact Centre Operations

- Module 1: Understanding Contact Centre Basics (07:30 – 09:30)
- Overview of contact centre operations and its role in customer service
- Key functions and types of contact centres
- Essential performance metrics and KPIs in contact centre management
- Module 2: Performance Metrics and Quality Assurance (09:45 – 11:15)
- Understanding and implementing performance metrics (e.g., call resolution time, customer satisfaction)
- Best practices for quality assurance and monitoring customer interactions
- Tools for measuring and improving service quality

Day 2: Customer Service Excellence in Contact Centres

- Module 1: Enhancing Customer Satisfaction (07:30 – 09:30)
- Strategies for improving customer service and satisfaction in contact centres
- Handling customer complaints and turning them into positive experiences
- Managing customer expectations effectively
- Module 2: Managing Customer Relationships (09:45 – 11:15)
- Building and maintaining strong customer relationships
- Personalizing customer interactions for enhanced engagement
- Using CRM systems to track customer interactions and improve service quality

Day 3: Contact Centre Operations Management

- Module 1: Optimizing Contact Centre Processes (07:30 – 09:30)
- Streamlining processes for better operational efficiency
- Implementing workflow automation and managing contact centre resources
- Effective scheduling and workforce management techniques
- Module 2: Technology and Digital Tools in Contact Centres (09:45 – 11:15)
- Leveraging digital tools for customer engagement and operational efficiency
- Introduction to AI and chatbots for improving contact centre performance
- Using data analytics to drive better decision-making

Day 4: Leadership and Team Management

- Module 1: Leading Contact Centre Teams (07:30 – 09:30)
- Leadership skills for managing contact centre teams effectively
- Motivating and developing team members for optimal performance
- Creating a positive work environment and managing employee well-being
- Module 2: Performance Reviews and Feedback (09:45 – 11:15)
- Conducting performance reviews and providing constructive feedback
- Setting individual and team goals for continuous improvement
- Handling difficult conversations and fostering a culture of continuous development

Day 5: Future Trends and Innovations in Contact Centres

- Module 1: The Future of Contact Centre Management (07:30 – 09:30)
- Exploring emerging trends and technologies in the contact centre industry
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Adapting to digital transformation and evolving customer expectations

- Future-proofing your contact centre operations
- Module 2: Integration of AI and Automation in Contact Centres (09:45 – 11:15)
- AI and automation solutions for improving service delivery
- Real-time data analytics for customer insights and decision-making
- Preparing for the next phase of contact centre innovation

Certification

Upon completing the training course, participants will receive a Certificate of Completion in Contact Centre Management, validating their expertise in contact centre operations, customer service excellence, and team management.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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