

## CERTIFIED CALL CENTER WORKFORCE MANAGER

### 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

Call centers are dynamic environments where workforce planning can make the difference between operational excellence and service failure. Effective workforce management ensures the right number of agents are in the right place at the right time—maximizing service levels, minimizing costs, and boosting customer satisfaction.

This 5-day certification course provides comprehensive training in call center workforce management, equipping participants with the forecasting, scheduling, adherence tracking, and performance management skills needed to thrive in modern contact center operations.

### Objectives

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

- Understand the end-to-end workforce management (WFM) lifecycle
- Forecast call volumes and workload using historical and real-time data
- Develop efficient agent schedules and shift plans
- Monitor schedule adherence and apply intraday management techniques
- Analyze performance metrics to support continuous improvement

## Why Attend

- Learn the core skills of a certified WFM specialist in the contact center industry
- Reduce overstaffing, understaffing, and missed SLAs
- Improve operational efficiency and service delivery
- Master industry tools and techniques for real-time management
- Position yourself for WFM leadership roles within your organization

## Target Audience

This program is designed for:

- Workforce planners and WFM analysts
- Call center and contact center team leads
- Operations managers and customer experience leaders
- HR professionals involved in scheduling and resourcing
- Anyone seeking certification or advancement in call center workforce roles

## Individual Benefits

Key competencies that will be developed include:

- Forecasting using historical data, trend analysis, and seasonality
- Schedule creation using workforce optimization strategies
- Real-time adherence monitoring and agent availability management
- Use of WFM software and KPI dashboards
- Communication and coordination with operations and team leaders

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Reduced agent idle time and improved staffing efficiency
- Enhanced service levels and customer experience metrics
- Better alignment between business needs and workforce capacity
- Consistent performance monitoring and data-driven planning
- Improved ROI from workforce management technologies

## Instructional Methodology

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

- Strategy Briefings - Workforce planning models, SLA management, and WFM roles
- Case Studies - Real-life scheduling and adherence scenarios from call centers
- Workshops - Forecast building, shift creation, and schedule optimization
- Peer Exchange - Sharing tools, platforms, and practices across industries
- Tools - Templates for rosters, forecasting spreadsheets, adherence trackers

## Course Outline

**Training Hours: 07:30 AM - 03:30 PM** Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

### Day 1: Introduction to Workforce Management

- 233 Module 1: Overview of WFM in Contact Centers (07:30 - 09:30) • WFM roles and responsibilities • KPIs: ASA, SLA, occupancy, and shrinkage
- Module 2: Forecasting Fundamentals (09:45 - 11:15) • Historical call trends, seasonality, and special events • Using Excel and WFM tools for forecasts
- Module 3: Workshop - Building a Weekly Forecast (11:30 - 01:00) • Hands-on forecast development from case data

### Day 2: Scheduling and Staffing

- Module 4: Schedule Design and Optimization (07:30 - 09:30) • Fixed vs. flexible shifts • Breaks, lunches, part-time/full-time mix
- Module 5: Capacity Planning Models (09:45 - 11:15) • Erlang C calculations and service level projections • Staff-to-call ratio alignment
- Module 6: Workshop - Creating a 3-Day Agent Schedule (11:30 - 01:00) • Build and review shift plans using templates

### Day 3: Real-Time Management and Adherence

- Module 7: Real-Time Adherence Tracking (07:30 - 09:30) • Monitoring tools and variance reporting • Managing unexpected events: spikes, absences, system issues
- Module 8: Intraday Management (09:45 - 11:15) • Schedule changes, reforecasting, and action plans • Working with team leaders and operations
- Module 9: Workshop - Live Simulation of Intraday Adjustments (11:30 - 01:00) • Responding to intraday call volume fluctuations

### Day 4: Technology and Performance Measurement

- Module 10: WFM Systems and Tools (07:30 - 09:30) • Overview of tools like NICE IEX, Verint, and Aspect • Integrating WFM tools with ACD/CRM platforms
- Module 11: Reporting and Metrics Analysis (09:45 - 11:15) • Daily performance dashboards and adherence reports • Root cause analysis and service recovery
- Module 12: Workshop - WFM Performance Review (11:30 - 01:00) • Analyze performance reports and create improvement plans

### Day 5: Strategy, Communication, and Certification Review

- Module 13: WFM Strategy and Forecast Communication (07:30 - 09:30) • Presenting forecasts to stakeholders • Communicating staffing recommendations
- Module 14: Team Collaboration and WFM Culture (09:45 - 11:15) • Cross-functional alignment between HR, Ops, and WFM • Coaching agents on adherence
- Module 15: Final Workshop - Certification Knowledge Check (11:30 - 01:00) • Review key concepts and complete WFM simulation

## Certification

Participants will receive a Certificate of Completion in Certified Call Center Workforce Manager, validating their expertise in managing contact center resources, forecasts, schedules, and real-time operations to industry standards.

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