MAWA EVENTS

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

Phone: +601116373203 | **Email:** info@mawaevents.net

CERTIFIED CALL CENTER QUALITY MANAGER

""Driving Customer Experience Excellence through Quality Management & Performance Monitoring""

Schedule

Date	Venue	Fees
11 – 15 May 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

Call centers serve as the frontline of customer experience, and ensuring their quality and performance is essential for brand reputation, client retention, and operational success. Quality managers must balance service standards, agent performance, compliance, and customer expectations through structured monitoring and improvement initiatives.

This 5-day intensive certification program equips participants with the knowledge, skills, and tools required to lead and implement effective call center quality management frameworks. Through a mix of best practices, case studies, and hands-on sessions, participants will learn how to measure performance, design quality scorecards, coach agents, and drive continuous improvement.

Objectives

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

- Design and implement a call center quality management system (QMS)
- Develop effective quality monitoring scorecards and KPIs
- Coach agents and conduct performance evaluations based on objective data
- Align call center quality goals with customer experience and business strategy
- Lead continuous improvement initiatives to optimize service delivery

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Why Attend

- Gain internationally recognized certification in call center quality management
- Master tools and frameworks to evaluate, coach, and elevate agent performance
- Drive measurable improvements in customer satisfaction and call efficiency
- Learn how to create a quality culture across the call center team
- Benchmark your call center\'s quality function against industry best practices

Target Audience

This program is designed for:

- Call center and contact center quality managers
- Team leaders, supervisors, and quality analysts
- Customer service and operations managers
- Trainers and performance coaches
- Professionals aspiring to lead contact center excellence

Individual Benefits

Key competencies that will be developed include:

- Quality assurance framework development
- Call monitoring and evaluation techniques
- Agent coaching and feedback delivery
- Data-driven reporting and root cause analysis
- Compliance monitoring and service recovery planning

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved service quality and consistency across customer touchpoints
- Enhanced agent performance and employee engagement
- Reduced call handling errors and repeat calls
- Stronger alignment with CX, compliance, and operational KPIs
- Effective training and performance development based on real data

Instructional Methodology

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

- Strategy Briefings – Quality models, contact center trends, and customer expectations
- Case Studies – Real scenarios of quality audits and coaching outcomes
- Workshops – Build scorecards, evaluate calls, and conduct role-play coaching
- Peer Exchange – Sharing QA practices and challenges across industries
- Tools – Scorecard templates, QA audit forms, feedback and coaching scripts

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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: Foundations of Call Center Quality Management

- Module 1: Understanding the Role of a Quality Manager (07:30 – 09:30) • Responsibilities, goals, and key success metrics
- Module 2: Building a Quality Monitoring Framework (09:45 – 11:15) • QA strategy, processes, and integration with operations
- Module 3: Workshop – Develop a Quality Management Plan (11:30 – 01:00) • Aligning objectives with customer and business outcomes

Day 2: Metrics, Scorecards, and Monitoring

- Module 4: Identifying and Defining KPIs (07:30 – 09:30) • AHT, FCR, CSAT, QA scores, and compliance indicators
- Module 5: Designing Monitoring Scorecards (09:45 – 11:15) • Criteria selection, weightage, and scoring scales
- Module 6: Workshop – Evaluate Recorded Calls (11:30 – 01:00) • Scoring, documentation, and improvement notes

Day 3: Coaching, Feedback, and Agent Development

- Module 7: Coaching for Quality Improvement (07:30 – 09:30) • Constructive feedback and behavioral coaching
- Module 8: Performance Management Conversations (09:45 – 11:15) • Handling underperformance and motivating agents
- Module 9: Workshop – Conduct a Coaching Role-Play (11:30 – 01:00) • Feedback simulation based on a call review

Day 4: Data, Analysis, and Compliance

- Module 10: Analyzing QA Results for Trends and Insights (07:30 – 09:30) • Root cause analysis, dashboards, and reports
- Module 11: Compliance Monitoring and Risk Mitigation (09:45 – 11:15) • Regulatory standards, scripts, and escalation controls
- Module 12: Workshop – QA Dashboard Interpretation (11:30 – 01:00) • Interpreting QA data for executive reports

Day 5: Leading Quality Culture and Final Assessment

- Module 13: Creating a Culture of Quality (07:30 – 09:30) • Team engagement, recognition, and training
- Module 14: QA Certification Project (09:45 – 01:00) • Final project: Build a full QA strategy for your center

Certification

Participants will receive a Certified Call Center Quality Manager Certificate, validating their ability to lead, evaluate, and improve the quality of customer interactions within a contact center environment.

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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