MAWA EVENTS

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

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

EFFECTIVE CONTACT CENTER MANAGEMENT

"Optimize People, Processes, and Technology for High-Performance Customer Service Operations"

Schedule

Date	Venue	Fees
13 – 17 Jul 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

In today\'s customer-centric business environment, contact centers are a vital touchpoint for service excellence and brand reputation. This course equips managers and team leaders with the knowledge, tools, and strategies to run high-performing, customer-focused contact centers.

Through a mix of strategic frameworks, performance metrics, coaching techniques, and technology integration insights, participants will learn how to enhance service levels, reduce operational costs, and improve both agent and customer satisfaction.

Objectives

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

- Design and implement effective contact center strategies and KPIs
- Manage workforce planning, scheduling, and staffing models
- Apply quality monitoring and coaching for performance improvement
- Use technology, CRM, and analytics to boost service delivery
- Align operations with customer experience and business goals
- Lead teams to deliver consistent, high-quality customer interactions

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Why Attend

- Learn the latest trends and benchmarks in contact center performance
- Gain insights into service level design and demand forecasting
- Improve employee engagement and reduce agent turnover
- Discover tools for managing omnichannel contact environments
- Build your leadership and coaching effectiveness

Target Audience

This program is designed for:

- Contact center managers and team leaders
- Customer service and operations supervisors
- Quality assurance and workforce planning analysts
- HR and training professionals supporting service teams
- Business owners overseeing internal or outsourced centers

Individual Benefits

Key competencies that will be developed include:

- Leadership and team performance management in contact centers
- Ability to analyze KPIs and operational metrics
- Skills in coaching, feedback, and staff motivation
- Proficiency in using tools for quality assurance and workforce planning
- Strategic thinking in aligning contact center goals with business outcomes

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced customer service quality and consistency
- Better utilization of resources and reduced operating costs
- Stronger employee engagement and lower attrition rates
- Greater alignment between contact center operations and CX goals
- Improved reporting, analytics, and data-driven decision making

Instructional Methodology

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

- Strategy Briefings – Contact center models, service design, KPI systems
- Case Studies – Industry examples of high-impact service centers
- Workshops – Forecasting, coaching roleplays, and performance reviews
- Peer Exchange – Discussion of sector-specific challenges and solutions
- Tools – Quality scorecards, WFM models, CRM dashboards

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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: Contact Center Strategy and Structure

- Module 1: Contact Center Business Models and Evolution (07:30 – 09:30) • In-house vs. outsourced vs. hybrid centers • Role in the customer journey and brand value
- Module 2: Service Level Definitions and KPIs (09:45 – 11:15) • First call resolution, AHT, customer satisfaction scores
- Module 3: Organizational Design and Roles (11:30 – 01:00) • Supervisor-to-agent ratios, support teams, reporting lines
- Module 4: Workshop – Design Your Contact Center Org Chart (02:00 – 03:30) • Build a structure aligned with business needs

Day 2: Workforce Management and Planning

- Module 5: Forecasting Call Volumes and Demand (07:30 – 09:30) • Historical trends, seasonality, and shrinkage factors
- Module 6: Scheduling and Real-Time Adherence (09:45 – 11:15) • Shifts, breaks, intra-day monitoring
- Module 7: Workforce Management Tools and Models (11:30 – 01:00) • Erlang C, WFM software, adherence dashboards
- Module 8: Workshop – Create a Workforce Plan (02:00 – 03:30) • Design a weekly agent schedule based on forecasted demand

Day 3: Quality, Coaching, and Performance Improvement

- Module 9: Monitoring Service Quality (07:30 – 09:30) • Scorecards, call calibration, compliance checks
- Module 10: Coaching and Agent Development (09:45 – 11:15) • Feedback techniques, training plans, career growth
- Module 11: Managing Underperformance and Attrition (11:30 – 01:00) • Root cause analysis, engagement, action planning
- Module 12: Workshop – Conduct a Coaching Session (02:00 – 03:30) • Practice coaching with a call review scenario

Day 4: Technology and Omnichannel Integration

- Module 13: CRM, IVR, and Call Routing Technology (07:30 – 09:30) • Key systems and integration strategies
- Module 14: Omnichannel and Digital Channels (09:45 – 11:15) • Voice, chat, email, social media support
- Module 15: Analytics and Reporting Tools (11:30 – 01:00) • Dashboards, root cause analysis, trend reporting
- Module 16: Workshop – Build a KPI Dashboard (02:00 – 03:30) • Visualize key metrics for daily operations

Day 5: Customer Experience and Leadership Excellence

- Module 17: Voice of the Customer and Feedback Loops (07:30 – 09:30) • CSAT, NPS, and post-interaction surveys
- Module 18: Leading High-Performance Teams (09:45 – 11:15) • Vision setting, motivation, and change leadership
- Module 19: Final Case Simulation – Turnaround Strategy (11:30 – 01:00) • Build a plan to improve service and morale in a struggling center
- Module 20: Wrap-Up and Certification Briefing (02:00 – 03:30) • Key takeaways, personal action plans, and Q&A

Certification

Participants will receive a Certificate of Completion in Effective Contact Center Management, validating their ability to lead, optimize, and transform contact center operations for better service delivery, team performance, and customer outcomes.

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.

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