

CONTACT CENTER CERTIFIED MANAGER



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Introduction

Contact Center Certified Manager prepares managers to run service operations that meet both customer expectations and cost targets. A contact center balances service quality, agent wellbeing, technology, and budget every single day. This Contact Center Certified Manager Training Course covers the full management cycle, from forecasting demand and scheduling staff to monitoring quality, coaching agents, and improving performance. Participants work with real industry metrics such as service level, average handle time, first contact resolution, and customer satisfaction. Furthermore, the course addresses workforce management, quality assurance frameworks, and the contact center standards published by COPC and the Customer Contact Management Association. As a result, managers leave ready to lead higher-performing, better-balanced contact centers.

Contact Center Certified Manager Course Objectives

- Forecast contact volume and workload using Erlang C and staffing models.
- Build and manage schedules with workforce management (WFM) practices.
- Set service level targets and balance them against cost and occupancy.
- Monitor and interpret KPIs including AHT, FCR, ASA, and CSAT.
- Design quality assurance programs with call monitoring and scoring rubrics.
- Coach agents using the GROW model and structured feedback sessions.
- Apply the COPC standard and contact center best-practice frameworks.
- Manage escalations, complaints, and customer recovery professionally.
- Improve performance through root cause analysis and continuous improvement.
- Lead, motivate, and retain contact center teams through change and pressure.

Course Methodology

The course applies interactive, practice-based methods:



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- Facilitated workshops using live contact center data.
- Case studies from service, banking, telecom, and retail operations.
- Hands-on staffing and forecasting exercises with Erlang C models.
- Quality monitoring simulations and coaching role-plays.
- KPI dashboard building and performance review practice.
- Action planning that converts each technique into a workplace commitment.

Who Should Take This Course

- Contact center managers and operations managers.
- Team leaders, supervisors, and shift managers.
- Workforce management and resource planning analysts.
- Quality assurance and customer experience specialists.
- Service delivery and customer care managers.
- Professionals moving into contact center leadership roles.

Contact Center Certified Manager Course Outlines

Day 1: Contact Center Strategy and Operating Models

- Defining contact center purpose, scope, and service strategy.
- Comparing inbound, outbound, and blended operating models.
- Mapping the customer journey and channel mix.
- Reviewing multichannel and omnichannel service design.
- Understanding cost drivers and cost-per-contact economics.
- Aligning contact center goals with business objectives.
- Assessing the center's current maturity and gaps.





Day 2: Forecasting, Staffing, and Workforce Management

- Forecasting contact volume with trend, seasonality, and interval data.
- Applying Erlang C to calculate staffing requirements.
- Building shift schedules, rosters, and shrinkage allowances.
- Managing adherence, conformance, and real-time performance.
- Handling absence, attrition, and intraday reforecasting.
- Using WFM tools such as NICE and Verint in planning.
- Balancing service level, occupancy, and agent wellbeing.

Day 3: Performance Metrics and Quality Assurance

- Selecting KPIs: service level, ASA, AHT, FCR, and abandon rate.
- Measuring customer satisfaction with CSAT, NPS, and CES.
- Building KPI dashboards and management reports.
- Designing quality assurance scorecards and calibration sessions.
- Running call and chat monitoring with sampling methods.
- Analyzing root causes with the 5 Whys and Pareto analysis.
- Conducting performance reviews that drive improvement.

Day 4: Coaching, Engagement, and Team Leadership

- Coaching agents using the GROW model.
- Delivering feedback with the SBI model.
- Building onboarding and skills development pathways.
- Managing motivation, stress, and emotional labour.

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- Handling difficult conversations and performance gaps.
- Reducing attrition through engagement and recognition.
- Practicing coaching and review conversations in role-play.

Day 5: Escalations, Improvement, and Governance

- Managing escalations and complaint handling workflows.
- Applying service recovery and customer retention techniques.
- Reviewing the COPC standard and its performance measures.
- Running continuous improvement with PDCA and Kaizen.
- Exploring automation, chatbots, and AI-assisted service.
- Managing risk, compliance, and data privacy in service operations.
- Finalizing a contact center improvement action plan.

Conclusion

By successfully completing Contact Center Certified Manager, participants will have acquired practical command of contact center management, covering forecasting and workforce planning, KPI and quality frameworks, coaching and engagement, escalation handling, and continuous improvement. They will have gained skills in service performance management, standards-based quality assurance, team leadership, and cost-aware planning, plus a personal improvement plan. Gentex Training Center designed this program to build capable, results-focused contact center managers.

FAQs





Q1 What is the "Contact Center Certified Manager" course about?

It covers the full management of a contact center, from forecasting and scheduling to quality assurance, coaching, KPI reporting, and escalation handling. Participants learn how to balance service quality, agent wellbeing, and operating cost.

Q2 What are the key benefits of the "Contact Center Certified Manager" course?

Participants gain tighter control of staffing and service levels, clearer performance reporting, and stronger team coaching. Managers also reduce avoidable attrition, improve first contact resolution and satisfaction, and align contact center decisions with wider business goals.

Q3 What skills will I gain from the "Contact Center Certified Manager" course?

You will develop four core skills: workforce forecasting and scheduling, contact center performance measurement and reporting, quality assurance and agent coaching, and escalation handling with continuous service improvement.

Q4 What tools, methods, or standards are covered in the "Contact Center Certified Manager" course?

The course covers Erlang C staffing models, workforce management tools such as NICE and Verint, KPI frameworks including service level, ASA, AHT, FCR, CSAT, NPS and CES, quality scorecards and calibration, the GROW coaching model, the SBI feedback model, the COPC standard, PDCA and Kaizen, and Pareto and 5 Whys analysis.

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Q5 How is the "Contact Center Certified Manager" course applied in real-world practice?

Participants apply the methods to live operational tasks, such as building a staffing plan, designing a quality scorecard, running a calibration session, coaching an agent through a performance gap, and reviewing escalation patterns. Each module ends with an action commitment, so learning transfers directly into daily operations.

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