

## Three Day Contact Centre Management Program

Program has a  
recommend to others  
rate of 100%

### Three Day Program

#### Who Should Attend?

Centre Managers  
Team Leaders  
Future Leaders  
Senior Consultants

#### Course Dates

28<sup>nd</sup> – 30<sup>th</sup> March 2012

9.00am - 5.00pm

**Rydges Melbourne**  
186 Exhibition Street  
Melbourne

**CCMA Members :** \$1,700  
(GST Inclusive)

**Non-Members :** \$2,100  
(GST Inclusive)

For further information and  
bookings visit  
[www.gbc.net.au](http://www.gbc.net.au)

### Program Overview

A highly interactive three day program designed to deliver essential contact centre management skills including:

- Inbound Dynamics
- Performance Standards
- Staff Induction Training
- Reward and Recognition
- Resource Planning
- Contact Centre Metrics
- Staff Recruitment
- Key Performance Indicators
- Management Principles

Ideal for contact centre professionals seeking to increase or update their knowledge regarding current contact centre management concepts.

**The GBC Contact Centre Management Program has been attended by over 220 managers and team leaders and has a “recommend to others” rate of 100%.**



#### Participants say . . .

**“Excellent course. Great development for Team Leaders as well as a fantastic opportunity for experienced managers to update and refresh their knowledge.”**

Maureen Wilkinson, Manager - Customer Service Centre, Royal District Nursing Service

**“This course has excellent content and facilitation that allows you to enhance your business - well worth the investment in yourself and/or your people.”**

Suzie Mulligan, Unsecured Debt Solutions Manager, Collections, National Australia Bank

**“Fantastic. Most informative 3 days. Can’t manage a contact centre without it.”**

Paul West, Team Leader, Dept of Immigration & Citizenship

### About Your Instructor

Greg Bailey  
Managing Director  
Greg Bailey Consulting



Greg is an honours graduate from RMIT and has won numerous awards for his academic achievement.

Greg has over 20 years experience in the set-up and management of high performing contact centres.

Greg has managed multi contact centre operations including functions such as customer service, telesales, customer retention, credit management, mobile telephony activations, technical help desk and call and resource planning.

Contact centres under Greg's management have received numerous industry awards at both state and national levels, as well as best-in-class ratings from international benchmarking organisations.

Greg is an experienced management trainer, having been the principal lecturer for the Australian Direct Marketing Association's Certificate in Call and Contact Centre Management program and a lecturer in the Advanced Diploma of Customer Contact Management. As an Associate Lecturer for Swinburne University, he has also delivered customer service training in Asia.

Greg is a highly experienced customer service and contact centre professional and has authored and featured in articles in leading business publications.

# What is covered during the course?

<b>Day 1</b> Managing the Engine Room of the Contact Centre	<b>Introduction to Contact Centre Fundamentals</b> Functions, benefits, enablers, constraints and structures. Inbound dynamics. Erlang and queuing theory. The immutable laws of inbound contact centre dynamics.	<b>Contact Centre Metrics</b> Quality, productivity, revenue and financials. Definitions and importance of metrics.	<b>Contact Centre Metrics (cont)</b> Understanding the impacts of and relationships between key metrics. Diagnosing and solving contact centre scenarios and problems.	<b>What Does Good Contact Centre Performance Look Like?</b> What are the contact centre's strategic objectives? Striking a balance between competing objectives. Myths about industry standards.
<b>Day 2</b> Managing the People Who Manage Your Customers	<b>Recruitment &amp; Selection</b> Sourcing the right people for the role. Job and staff profiling. Leading selection practices for contact centre staff.	<b>Training</b> Critical success factors for induction training. Effective training strategies and practices in contact centres. How to effectively evaluate trainee success and performance.	<b>KPIs &amp; Performance Management</b> What is a KPI and why bother having them? Setting effective KPIs for contact centre staff.	<b>KPIs &amp; Performance Management (cont)</b> Using KPIs to achieve alignment of focus and effort (the cascade effect). Managing and reviewing performance using KPIs.
<b>Day 3</b> The Contact Centre Manager's Survival Kit	<b>Managing absenteeism</b> What are the causes of absenteeism? Practical tips for managing unplanned leave. Managing the business as well as the individual.	<b>Motivation and Reward &amp; Recognition Programs</b> What motivates people in contact centres - looking at both the theory and the practice.	<b>Motivation and Reward &amp; Recognition Programs (cont)</b> Visiting the R&R market - which R&R programs will be right for you. Be clear on your goals - strategies to build culture and performance.	<b>Business Planning</b> The contact centre planning tripod - preparing budget, staffing and operational plans. Pathways to success - proven strategies for effective planning in contact centres.

## Greg Bailey Consulting

Greg Bailey Consulting (GBC) is a boutique consulting firm, specialising in the fields of contact centre management and service delivery management. Established in 2003, GBC works in close partnership with many leading Australian businesses and has a track record of helping clients to achieve significant and measurable business improvement.

The GBC team has over 60 years combined contact centre management experience. The team's skills and knowledge are therefore practical, proven and derived from hands-on experience in building and leading high-performing and award-winning operations.

Built on the values of honesty, integrity, passion and partnership, GBC delivers tangible business benefits for its clients.

These include significant improvements in customer satisfaction, substantial reductions in operating costs, improved service delivery and improved staff skills and performance.

### GBC Contact Centre Training Series

The GBC Contact Centre Training Series comprises highly-targeted training programs designed to deliver success in the contact centre environment. GBC's workshop leaders are highly experienced contact centre managers and can share real world examples and techniques that are proven to work in contact centres.

The different programs in the GBC series allow participants to refresh and develop their skills and knowledge across key areas of contact centre performance. The Developing Results Through Your People program has a proven track record in helping contact centre leaders to get the best out of themselves and their teams by actively coaching, leading effectively and engaging their teams

For more information about our services please refer to our website [www.gbc.net.au](http://www.gbc.net.au)

### How to Book

#### Book online :

Please visit our website [www.gbc.net.au/booking.php](http://www.gbc.net.au/booking.php)

#### Enquiries :

If you have any questions about the course please don't hesitate to contact us at:

[info@gbc.net.au](mailto:info@gbc.net.au)

#### Payment :

Payment can be made by credit card, cheque or direct credit to our bank account. Payment in full is required prior to the commencement of the course.