Strategic Contact Center Operational Excellence Training Course



30 Nov - 04 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #CUS4122_171032

Course Introduction / Overview:

Achieving operational excellence within a contact center is a critical strategic objective for any organization focused on customer-centricity and efficiency. This intensive training course provides a comprehensive framework for transforming your contact center from a cost center into a value-generating hub of customer engagement. We will delve deep into the methodologies that drive superior performance, moving beyond basic call handling metrics to embrace a holistic view of the customer journey. Drawing upon principles articulated by industry leaders like Brad Cleveland in his seminal work, "Contact Center Management on Fast Forward," this program equips participants with the tools to analyze processes, optimize workforce management, and implement robust quality assurance programs. At BIG BEN Training Center, we have designed this curriculum to bridge the gap between theoretical knowledge and practical application, ensuring that you can implement effective strategies for enhancing first call resolution, reducing operational costs, and significantly improving both customer satisfaction (CSAT) and agent engagement. This course is your definitive guide to building a resilient, high-performing contact center operation prepared for the challenges of the modern business landscape.

Target Audience / This training course is suitable for:

- Contact Center Managers and Directors.
- Customer Service Team Leaders and Supervisors.
- Quality Assurance Specialists and Analysts.
- Workforce Management (WFM) Planners and Analysts.
- Operations Managers responsible for customer-facing teams.
- Senior Customer Experience (CX) Professionals.
- Individuals aspiring to leadership roles within a contact center environment.
- Training and Development Managers for customer service departments.

Target Sectors and Industries:

- Banking and Financial Services.
- Telecommunications and Technology.
- Healthcare and Insurance Providers.
- Retail and E-commerce.
- Utilities and Energy Sector.
- Travel and Hospitality.
- Government Agencies and Public Sector Services.
- Outsourcing and Business Process Outsourcing (BPO) providers.

Target Organizations Departments:

- Customer Service and Customer Support.
- Operations Management.
- Quality Assurance and Compliance.
- Workforce Management and Planning.
- Training and Development.
- Technical Support and Help Desk.
- Client Relations and Account Management.

Course Offerings:

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

- Develop a strategic roadmap for achieving contact center operational excellence.
- Implement key performance indicators (KPIs) to accurately measure and drive performance.
- Master workforce optimization techniques for efficient forecasting, scheduling, and staffing.
- Design and execute effective quality assurance and monitoring programs.
- Enhance agent performance through structured coaching and feedback models.
- Analyze and improve critical metrics like First Call Resolution (FCR) and Average Handle Time (AHT).
- Leverage technology and data analytics to gain insights into customer behavior and operational efficiency.
- Create and manage a seamless omnichannel customer experience strategy.
- Foster a positive, high-performance culture that reduces agent attrition and boosts morale.
- Implement continuous improvement methodologies like Kaizen and Lean in a contact center context.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and results-oriented, ensuring that participants can translate learned concepts into tangible workplace improvements. We move beyond traditional lecture-based formats to create a dynamic learning environment. The course heavily utilizes real-world case studies, allowing participants to analyze complex operational challenges and strategize effective solutions in a controlled setting. A significant portion of the training is dedicated to group discussions and collaborative workshops, where attendees can share experiences, benchmark practices, and co-create solutions to common industry problems. Practical exercises, simulations, and role-playing scenarios are integrated throughout the five days to build practical skills in areas like performance coaching, quality call calibration, and handling difficult customer interactions. Our expert facilitators provide continuous feedback and guide participants through a structured learning path, ensuring a deep understanding of both strategic frameworks and tactical execution. This hands-on approach guarantees that participants leave not just with knowledge, but with the confidence and skills to drive operational excellence within their own contact centers.

Course Agenda (Course Units):

Unit One Foundations of Contact Center Operational Excellence

- Defining operational excellence in the contact center context.
- Aligning contact center goals with overall business objectives.
- Understanding the key pillars of a high-performing operation.
- Developing a customer-centric service strategy.
- Key Performance Indicators (KPIs) vs. Key Result Indicators (KRIs).
- Establishing meaningful metrics for success (CSAT, NPS, CES).
- Benchmarking performance against industry standards.

Unit Two Strategic Workforce Optimization (WFO)

- The fundamentals of accurate forecasting and capacity planning.
- Mastering scheduling techniques for optimal coverage and efficiency.
- Intra-day management and real-time adherence strategies.
- Leveraging WFM software for data-driven decision-making.
- Strategies for reducing agent absenteeism and attrition.
- Building agent engagement and motivation programs.
- Ergonomics and creating a productive work environment.

Unit Three Quality Assurance and Performance Management

- Designing a comprehensive quality assurance framework.
- Creating effective and objective evaluation forms.
- The art of call calibration sessions for consistency.
- Delivering impactful coaching and constructive feedback.
- Developing agent scorecards that drive improvement.
- Implementing performance improvement plans (PIPs) effectively.
- Using speech and text analytics for quality insights.

Unit Four Technology, Automation, and Omnichannel Integration

- The role of CRM systems in creating a unified customer view.
- Exploring the impact of AI, chatbots, and automation on operations.
- Designing a seamless omnichannel support strategy (voice, email, chat, social).
- Implementing self-service options to improve efficiency.
- Data analytics and reporting for actionable insights.
- Ensuring data security and compliance in the contact center.
- Evaluating and selecting the right contact center technology.

Unit Five Leadership, Culture, and Continuous Improvement

- Developing essential leadership skills for contact center managers.
- Building a culture of accountability, ownership, and excellence.
- Change management principles for technology and process implementation.
- Introduction to continuous improvement methodologies (Lean, Six Sigma).
- Conducting process mapping and identifying areas for improvement.
- Preparing the contact center for future trends and challenges.
- Creating a personal action plan for implementing course learnings.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the integration of advanced AI and machine learning fundamentally reshape the role of the human agent in achieving operational excellence, and what new leadership skills will be required to manage this hybrid workforce?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategic leadership perspective on operational excellence, rather than focusing narrowly on isolated metrics or technologies. While many programs teach how to measure KPIs, we emphasize how to align those KPIs with overarching business strategy and foster a culture that drives them organically. Our curriculum is uniquely structured to build leaders, not just managers. We dedicate significant time to the human elements of success—agent engagement, motivational psychology, and the art of delivering transformative coaching—which are often the most critical and overlooked drivers of performance. The program integrates proven continuous improvement methodologies, such as Lean and Kaizen, specifically adapted for the dynamic contact center environment. Participants will not just learn theories; they will engage in practical simulations and case studies drawn from diverse industries, ensuring the skills are transferable and immediately applicable. The focus is on creating sustainable excellence through empowered teams and intelligent processes, providing a much deeper and more impactful learning experience than a standard operational management course.