

MARKETING & COMMUNICATION | COURSE BROCHURE

Call Centre Management

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Contact centres are often the main voice of the organisation to customers. This course covers contact centre management: forecasting and scheduling, service levels, quality monitoring, agent coaching, channel strategy, technology, cost control and improving customer satisfaction and first contact resolution.

Well-managed contact centres deliver great service at lower cost. You will learn the operational and people skills needed to run them.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Workforce planning exercises, quality monitoring practice, coaching role plays and case studies.

Course objectives

By the end of this course, participants will be able to:
• Forecast contact volumes and schedule staff
• Manage service levels and queues
• Monitor and improve interaction quality
• Coach and motivate agents
• Manage multichannel contact strategies
• Improve satisfaction and first contact resolution

Target audience

This course is suitable for:
• Contact centre managers and supervisors
• Team leaders
• Workforce planners
• Quality analysts
• Customer service managers



Course content

Target competencies

Participants will develop competencies in:

- Workforce management
- Service level management
- Quality monitoring
- Coaching
- Customer experience

Course outline

Day 1: Contact Centre Fundamentals

09:00–10:08	Role and channels
10:08–11:00	Key metrics
11:00–11:30	**Coffee break**
11:30–11:45	Key metrics (continued)
11:45–12:53	Cost drivers
12:53–14:00	Exercise

Day 2: Workforce Management

09:00–10:08	Forecasting
10:08–11:00	Erlang and staffing
11:00–11:30	**Coffee break**
11:30–11:45	Erlang and staffing (continued)
11:45–12:53	Scheduling
12:53–14:00	Workshop

Day 3: Quality

09:00–10:08	Quality frameworks
10:08–11:00	Monitoring and calibration
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Monitoring and calibration (continued)
11:45–12:53	Feedback
12:53–14:00	Exercise

Day 4: People

09:00–10:08	Coaching agents
10:08–11:00	Motivation and attrition
11:00–11:30	**Coffee break**
11:30–11:45	Motivation and attrition (continued)
11:45–12:53	Team leaders
12:53–14:00	Role play

Day 5: Improvement

09:00–10:08	First contact resolution
10:08–11:00	Technology
11:00–11:30	**Coffee break**
11:30–11:45	Technology (continued)
11:45–12:53	Improvement plan
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**€3,150.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Paris Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,860.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Vienna Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,940.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	30 Aug 2027	3 Sept 2027	**€3,150.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,840.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online