

MARKETING & COMMUNICATION | COURSE BROCHURE

# Contact Centre Management and Performance

5 days | Classroom training | English

**SMART HORIZON**

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# Course content

## Why attend

Contact centres shape customer experience at scale. This course covers contact centre strategy, workforce management, forecasting and scheduling, quality assurance, agent coaching and engagement, omnichannel service, technology and performance metrics.

Balancing service levels, costs and agent wellbeing is a constant challenge. This course gives contact centre leaders practical tools to improve performance.

## 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

The course uses workforce planning exercises, quality calibration sessions, case studies and KPI workshops.

## Course objectives

By the end of this course, participants will be able to:
• Develop contact centre strategy
• Forecast demand and schedule staff
• Manage service levels and queues
• Run quality assurance and coaching
• Engage and retain agents
• Measure and improve performance

## Target audience

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



# Course content

## Target competencies

Participants will develop competencies in:

- Workforce management
- Forecasting and scheduling
- Quality assurance
- Agent coaching
- Omnichannel service
- Contact centre KPIs

## Course outline

### Day 1: Contact Centre Strategy

| | |
|---|---|
| **09:00–09:54** | Role of the contact centre |
| **09:54–10:48** | Channel strategy |
| **10:48–11:00** | Operating models |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Operating models (continued) |
| **12:12–13:06** | Customer expectations |
| **13:06–14:00** | Exercise: Centre assessment |

### Day 2: Workforce Management

| | |
|---|---|
| **09:00–09:54** | Forecasting contacts |
| **09:54–10:48** | Erlang and staffing |
| **10:48–11:00** | Scheduling |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Scheduling (continued) |
| **12:12–13:06** | Real-time management |
| **13:06–14:00** | Lab: Staffing calculation |



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## Day 3: Quality and Coaching

| | |
|---|---|
| 09:00–09:54 | Quality frameworks |
| 09:54–10:48 | Calibration |
| 10:48–11:00 | Coaching |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Coaching (continued) |
| 12:12–13:06 | Customer feedback |
| 13:06–14:00 | Practice: Quality calibration |

## Day 4: People and Technology

| | |
|---|---|
| 09:00–09:54 | Agent engagement |
| 09:54–10:48 | Attrition |
| 10:48–11:00 | Contact centre technology |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Contact centre technology (continued) |
| 12:12–13:06 | AI and self-service |
| 13:06–14:00 | Case study: Reducing attrition |

## Day 5: Performance Management

| | |
|---|---|
| 09:00–09:54 | KPIs and dashboards |
| 09:54–10:48 | First contact resolution |
| 10:48–11:00 | Cost per contact |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Cost per contact (continued) |
| 12:12–13:06 | Continuous improvement |
| 13:06–14:00 | Capstone: Performance plan |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



# Course content

sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

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

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Vienna<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€2,940.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.–** |
| Istanbul<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€2,650.–** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€1,250.–** |
| Amsterdam<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€2,540.–** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€1,250.–** |
| Singapore<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,820.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| London<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,450.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.–** |
| Istanbul<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€1,250.–** |
| Amsterdam<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€2,540.–** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Singapore<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€2,820.–** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,250.–** |
| London<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,650.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,250.-** |
| London<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€2,650.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,250.–** |
| Rome<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€1,250.–** |
| Istanbul<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 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

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