

M-Cot Corporate Training *proudly presents the acclaimed*

Call Centre Quality Assurance Skills Programme

When? 17th & 18th October 2017

Where? Paulshof, Sandton

How much? R4250 excl VAT per delegate

Quality Management is pivotal to the success of any call centre operation and it will ensure that risk of failure is minimized. If designed well and professionally managed, a quality management system can realise the strong competitive edge that will distinguish your call centre and thereby, your brand.

To function effectively, a Call Centre Quality Management System relies on a management team of competent Quality Assurance practitioners for whom quality assessment has become second nature. The purpose of this programme is to:

Explain – the iterative process of Quality Assurance, its impact and potential

Understand – the principles and theory of quality assessment, assembling the criteria for building score cards to benchmark and produce gap analyses

Experience – the QA process through assessment of actual recordings of call centre conversations and how they reflect on the organisation as a whole

Inculcate – the benefits of Quality Assurance to both the organisation and the call centre personnel

Who should attend? Call centre team leaders, supervisors, managers, quality assessors, coaches

About the presenter:

Michelle Clifford holds a BSc Honours degree in Speech and Language Pathology from the University of Cape Town, Medical School where she majored in Psychology and Communication Sciences and Disorders.

Considerable practical experience was gained when she worked as a speech and language pathologist for the National Health Service in London. Moving from medical to the corporate communications environment, Michelle began training accent neutralisation, voice, speech and presentation skills. This move led into the contact centre and customer service sector where, after a period of acting as an operational call centre manager, she began training call centre operations in conjunction with customer service.

Recurrent themes in training programmes are performance management through effective leadership and understanding the psychology of motivation. Assisting individuals to maximise their potential is conducted through coaching and personal development programmes.

Michelle consults to the contact centre industry on the three key areas of people, process and technology and is involved in call centre audits and industry benchmarking as well as skills gap analyses.

Michelle has a passion for empowering people in the workplace. This is achieved through building professional identity and maximising on strengths and unique potential through continuous individual development.



Can your Call Centre afford to miss this real value opportunity to improve quality?

We limit each programme to 12 delegates, so contact M-Cot Corporate Training *now* to reserve your place: sueo@m-cot.co.za or call 011 8034216

Multiple bookings discount: book 3 or more places and we will discount your invoice by 15%

Companies and organisations that have already benefited from this programme:

Brandhouse	M- Web	Vodacom Lesotho
Comair (British Airways & Kulula)	Barclays Bank (Kenya)	South African Nursing Council
Independent Newspapers	Vodacom	CETA
Standard Bank	FNB Corporate	Medihelp
Department of Labour	Tiger Brands (Albany)	Metropolitan health group
Afrisam	SARS	Momentum Health

What some of our delegates have said about this programme:

“Well done, Michelle; everything was perfect!” **Natalie du Pont, Call centre supervisor – Medihelp**

“It was fun and informative – I will be able to apply all the knowledge in my workplace” **Rebecca Agim, Call centre supervisor, South African Nurses’ Council**

“I am really happy to have been here; Michelle and crew made me feel at home. I am going back with so much to implement.”- **Liepollo Makhetha, Vodacom Lesotho**

“A very informative course” **Nokuthula Maphathane, CETA**

This is some of what the delegates will be experiencing over two absorbing days:

Day One

Understanding Quality:

Quality Assessment
 Understanding Quality Monitoring
 What is Quality Monitoring?
 Why Measure Quality and Performance?

Conducting Quality Monitoring:

The Quality Monitoring Process
 The Real Time Monitoring Process
 Quality Monitoring Lifecycle
 Different Types of Performance Monitoring

Day Two

Call Centre Targets and Measures:

Quantitative and Qualitative Key Performance Indicators (KPIs)
 Business Objectives supported by Quality Monitoring
 How to use the Measures and Targets
 Who Sets the Measures and Targets?
 Who Owns the Measures and Targets?

Managing Agent Performance:

The Purpose of KPIs and Non-Adherence to These
 Differentiating between Competence and Attitude
 Agent Development
 Agent Motivation

About M-Cot Corporate Training

M-Cot’s reputation for quality training delivery spans more than 20 years. Our strength lies in our resource base of loyal and passionate specialists with whom we have developed the programmes that they themselves present – we do not make use of “generalist” trainers.

Fully Seta-accredited since 2007, many of our facilitators are also assessors, moderators and skills development facilitators.

M-Cot is now 51% black female-owned and 100% female owned, awaiting B-BBEE certification.

Warranty

Almost unique in the training services industry, M-Cot offers a no-charge guarantee; we are confident of our service quality to the extent that, if the aggregate of our delegates’ evaluations score the programme “average” or “below average”, we will not charge for that programme.