

CONTACT CENTRE MANAGER TRAINING · WITH DANIEL ORD

Contact Centre Management Fundamentals

The gold-standard course for the operations side of running a contact centre: 18 hours with Daniel Ord on the universal principles behind every high-performing centre.

\$1,997

per person, ex GST

**PUBLIC OR
PRIVATE****FORMAT****4 × 4.5 hours, live online****INCLUDED****Workbook + certificate****RATING****5.0/5 from verified reviews**

Service levels, forecasting, staffing, measurement and budgets, refined over decades and ready to use the moment you're back on the floor.

What you'll be able to do

Set targets that work

Service Level and Response
Time targets that match
customer wait time and intent.

Forecast with confidence

Forecasts that connect demand,
handle time, shrinkage and
staffing.

Recover from spikes

Service level recovery plans that
protect cost and morale.

Measure what matters

Align measures for Agents,
Team Leaders and Managers
with the P, Q & A model.

Know the laws

Erlang C, shrinkage and the
Response Time Formula, without
getting lost in theory.

Budget credibly

Budget the centre and explain
the trade-offs to senior
stakeholders.

Who it's for

No prerequisites are needed.

- ✓ **Existing contact centre managers:** strengthening operations with global best-practice frameworks.
- ✓ **Managers by experience:** leaders who learned on the job without formal training.
- ✓ **New contact centre managers:** the fundamentals to manage well from day one.
- ✓ **Senior Team Leaders:** preparing for Operations or Contact Centre Manager roles.
- ✓ **Operations managers:** owning service levels, staffing and budgets.
- ✓ **Senior executives:** clarity on how to measure, manage and support the centre.

Your trainer



Daniel Ord is a global contact centre and CX expert and the founder of OmniTouch International. He has trained 50,000+ people in 40+ countries.

- ✓ 50,000+ people trained in 40+ countries
- ✓ ICMI Certified Associate, Net Promoter Certified
- ✓ Certified Customer Experience Professional (CCXP)

What's covered: four sessions Four live sessions, 18 hours

Each session builds on the last, from customer wait time to the laws every leader should know.

SESSION 1

Begin at the beginning: customer wait time

Master Service Level, Response Time and wait time, and set targets that work in the real world.

- ✓ Service Level and Response Time
- ✓ Real-time queue management
- ✓ Service Level recovery plans

SESSION 2

Measuring contact centre success

Define what good looks like for each role and avoid measures that create perverse outcomes.

- ✓ Aligning metrics to intent
- ✓ The P, Q & A performance system
- ✓ Coaching to clear expectations

SESSION 3

Forecasting practices

The workforce mechanics every manager must lead, even if they don't do WFM themselves.

- ✓ Time-series and bottom-up forecasting
- ✓ Shrinkage and demand to staffing
- ✓ Reading variance the right way

SESSION 4

Contact Centre University

The foundational laws every leader should know, plus a practical approach to budgeting.

- ✓ The role and limits of Erlang C
- ✓ The Response Time Formula
- ✓ Budgeting the contact centre

What participants say

★★★★★

"Daniel covered a range of essential topics that have fundamentally changed the way that I think about performance, and measuring performance, in my Contact Centre."

Hayley Adams

Senior Manager, Residential
Customer Service, Aussie
Broadband

★★★★★

"...well-suited for both new and experienced managers overseeing small or large teams."

Alison Ballard

Senior Manager, Sales & Service,
Princess Cruises

★★★★★

"It was brilliantly delivered and should be mandatory for anyone working in management in a contact centre."

Anita Mustac

CEO, Dokotela

Why teams choose Daniel Ord

A global perspective

50,000+ people trained across 40+ countries, so your team learns what works worldwide.

A proven format

A course refined over many years and delivered the same way every time, so the results are consistent.

Practice, not theory

Real examples, exercises and discussion, so skills are ready to use on the very next customer.

Your challenges, discussed

There's always time to talk through the situations your team faces every day.

Engaging online

Four half-day sessions that keep people involved and fit around rosters and service levels.

Recognised credentials

CCXP, ICMI Certified Associate and Net Promoter Certified, and a regular keynote speaker worldwide.

Pricing and options

- ✓ Save 15% when you book 2 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice at checkout
- ✓ Certificate of completion for everyone who completes
- ✓ Private courses (minimum 5), live online on dates that suit you
- ✓ Minimum numbers apply: if a date can't run, move dates or get a full refund

ACXPA MEMBERSHIP
Want to save \$499.25 on this course?


ACXPA members pay \$1,497.75, not \$1,997, plus a year of benchmarks, tools and live expert support

CX Skills is the official training partner of ACXPA. Membership gives managers their own login to 65+ practitioner-built tools, templates and resources, plus live expert access every fortnight.



Scan to explore

WFM Hub

Nine planning tools, including Erlang staffing and service level simulators, an Interval Planner and a Shrinkage Calculator.

Call centre rankings reports

Monthly, quarterly and sector reports from the Australian Call Centre Rankings, tracking 48+ metrics.

Diagnostics

A Contact Centre Maturity Tool across seven weighted domains, a 17-dimension Customer Service Health Check and a 42-question CX Maturity Audit.

QA tools

QA Sample Size and Advanced QA calculators, plus the QA Sampling Benchmark to compare your sampling by sector and size.

Agent Performance Matrix

Plots every agent on quality versus productivity, so you can see where each team's coaching effort should go.

Call Centre Hub

The operational toolkit for running a modern contact centre, including a business continuity plan template and manager and Team Leader job descriptions.

25% off every CX Skills live public course, including this one.

Individual \$197 a year · Business from \$497 for a team of five (ex GST). One person on this \$1,997 course saves \$499. acxpa.com.au/membership

Next steps

See upcoming dates and book online by card or invoice, or talk to us about a private course for your team.

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Scan for dates