

CONTACT CENTRE MANAGER TRAINING · WITH JUSTIN TIPPETT

# Introduction to Contact Centre Management

The complete picture of running a contact centre, built on the global best practices that apply to every centre, whatever its size or sector.

**\$797**

per person, ex GST

**PUBLIC OR  
PRIVATE****FORMAT****2 × 3.5 hours, live online****INCLUDED****Workbook + certificate****RATING****4.8/5 from verified reviews**

Ideal for managers who have run a team for years without formal training, new managers, and Team Leaders ready to step up.

## What you'll be able to do

**Understand how centres really work**

The role your centre plays in the business, and the jargon every leader needs.

**Use the right KPIs**

What each metric means, how they affect each other and what to watch for.

**Plan the workload**

Model staffing needs and apply simple workload maths, including Erlang.

**Measure quality properly**

Assess quality at agent and centre level, beyond just the numbers.

**Lead people better**

How human behaviour drives performance, and how to lead with empathy.

**Put AI to work**

Where AI can lift efficiency, quality and compliance in your centre.

## Who it's for

No prerequisites are needed.

- ✓ **Managers by experience:** leaders who learned on the job but never had formal training.
- ✓ **Team Leaders stepping up:** building the capability for Operations or Centre Manager roles.
- ✓ **New contact centre managers:** a structured foundation to manage well from day one.
- ✓ **Business leaders:** executives accountable for the contact centre channel.
- ✓ **Existing managers:** proven frameworks that cut through daily firefighting.
- ✓ **Supervisors and 2ICs:** understanding the numbers and decisions behind the operation.

**What's covered: seven modules** Two live sessions, 7 hours

From the foundations to AI, each module builds knowledge you can use the next day.

**MODULE 1****Contact Centre Foundations**

The evolving role of contact centres, CX versus customer service, and the jargon every leader needs.

- ✓ The role of the modern contact centre
- ✓ CX versus customer service
- ✓ Key terms and acronyms

**MODULE 2****Team Leader Roles & Responsibilities**

The core functions of Team Leaders and Managers, and how to focus on what matters.

- ✓ What great leaders spend time on
- ✓ Impact on team performance
- ✓ Priorities in a busy centre

**MODULE 3****KPIs & Metrics**

The key metrics, how each influences the others, and what to watch when assessing results.

- ✓ Service level and response time
- ✓ How metrics interact
- ✓ Reading team and centre results

**MODULE 4****Calculating Workload**

Model staffing needs, optimise rosters and apply simple workload calculations.

- ✓ Workload and staffing basics
- ✓ Rostering to demand
- ✓ An introduction to Erlang

**MODULE 5****Measuring Quality**

Approaches to measuring quality at agent and centre level, beyond the numbers.

- ✓ Agent and centre quality
- ✓ Assessing customer experience
- ✓ Linking quality to coaching

**MODULE 6****Human Behaviour**

How behaviour influences performance and customer interactions, and how to lead with insight.

- ✓ What drives performance
- ✓ Leading with empathy
- ✓ Influencing and relationships

**MODULE 7****Using AI**

How AI can be used in the contact centre to drive efficiency, quality and compliance.

- ✓ Practical AI use cases
- ✓ Productivity for you and your team
- ✓ How AI is changing the industry

## Your trainer



**Justin Tippet** is the founder of CX Skills and CEO of ACXPA, with 30+ years leading, consulting and training contact centres.

- ✓ 30+ years leading, consulting and training contact centres
- ✓ Co-creator of the global Contact Centre CX Standards
- ✓ Chair of the ACXPA Contact Centre Roundtables

## What participants say

★★★★★

"The content was well-structured, practical, and directly applicable to the day-to-day challenges of managing a contact centre."

**Ashley Stevens**

Customer Relations Specialist  
Team Leader, HECSA

★★★★★

"...an excellent course for those looking to understand contact centres from a helicopter view and benchmark their operations."

**Jim Rodd**

Head of Partnerships & GM of Enrolments, Candlefox

★★★★★

"Justin was engaging, funny and shared real-life scenarios and situations to help cement the information he was sharing..."

**Alexandra Thompson**

Coordinator CX Operations,  
Georges River Council

## Why managers choose this course

### Global best practice

The same principles work in any centre, sector or platform.

### Taught by a practitioner

Justin has spent 30+ years leading, consulting and training centres.

### Seven focused hours

Two half-day sessions that fit around running your centre.

### No maths degree needed

The numbers explained from a manager's point of view.

### A seat at the table

Position your centre as strategically important to the business.

### Endorsed by ACXPA

Workbook, certificate and post-course support included.

## Pricing and options

- ✓ Save 15% when you book 3 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 or onsite
- ✓ Minimum numbers apply: if a date can't run, move dates or get a full refund

**ACXPA MEMBERSHIP**
**Want to save \$199.25 on this course?**


**ACXPA members pay \$597.75, not \$797, 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 \$797 course saves \$199. [acxpa.com.au/membership](https://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.

**+61 3 9008 7287** · [hello@cxskills.com.au](mailto:hello@cxskills.com.au)



Scan for dates