

CONTACT CENTRE MANAGER TRAINING · WITH DANIEL ORD

Live Chat for Managers

Live chat succeeds or fails on the same things as a phone queue: resourcing, service levels, routing, workflows and the right metrics.

\$1,197

per person, ex GST

**WAIT LIST OR
PRIVATE****FORMAT****2 × 4.5 hours, live online****FOR****Leaders who run the chat
channel****RATING****4.9/5 from verified reviews**

This course shows the leaders accountable for chat how to plan, staff and measure it with the same discipline, whether you're launching the channel or lifting its performance.

Run live chat like a well-managed queue

Set clear objectives

Decide what chat is for: service, sales, deflection or a blend.

Meet customer expectations

Design chat around what customers expect from the channel.

Staff it properly

Plan resourcing and concurrency with the discipline of a phone queue.

Route and escalate well

Segmentation, routing and escalation pathways that work.

Support your agents

Knowledge management and quality that keep answers consistent.

Measure what matters

Service levels, wait times and KPIs that tell the real story.

Who it's for

- ✓ **Contact centre managers:** running chat alongside phone, email and other queues.
- ✓ **Team Leaders and supervisors:** managing chat or blended teams and their performance.
- ✓ **WFM and resource planners:** building staffing models for concurrency and service levels.
- ✓ **CX and service designers:** fitting chat into the wider customer journey.
- ✓ **Quality leads:** designing scorecards and reviewing chat quality.
- ✓ **Leaders launching chat:** planning and standing up a new chat channel.

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: three modules Two live sessions, 9 hours

Modules 1 and 2 set the direction; Module 3, where most of the time goes, turns it into your operating model.

MODULE 1

Your objectives for live chat

Be clear on what you want the channel to achieve before you optimise it.

- ✓ Improving CX, reducing cost, deflecting calls or generating leads
- ✓ Where chat fits in your overall contact strategy
- ✓ Documenting and aligning chat to business goals

MODULE 2

Customer expectations for live chat

Deliver the experience customers want, not just internal KPIs.

- ✓ How chat expectations differ from phone, email and self-service
- ✓ Service levels that balance satisfaction and feasibility
- ✓ Designing the chat experience around customers

MODULE 3

Your Customer Access Strategy for chat

The hands-on core of the course, bringing Modules 1 and 2 together.

- ✓ Segmentation, routing and escalation pathways
- ✓ Staffing, concurrency and knowledge management
- ✓ Reporting, and what to refine or reinvent

Managers only, and no software: frontline chat skills are covered in our Live Chat Customer Service course. If you're choosing or changing chat technology, compare providers and consultants in the CX Supplier Directory (cxdirectory.com.au).

What participants say

★★★★★

"I've attended a lot of CX and Customer Service Training throughout my career and I can say hands-down that Daniel is an exceptional facilitator."

Verity Peterson

Head of Customer Service Support & Excellence, City of Casey

★★★★★

"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

★★★★★

"Daniel was a standout—highly experienced, knowledgeable, and genuinely a pleasure to listen to."

Alice Beament

Software Experience Manager, IMDEX Ltd

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

Two 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 3 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice
- ✓ Vendor-neutral: works with any chat or messaging platform
- ✓ Private courses (minimum 4), live online on dates that suit you
- ✓ Public classes run once enough people join the wait list

ACXPA MEMBERSHIP
Want to save \$299.25 on this course?


ACXPA members pay \$897.75, not \$1,197, 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 \$1,197 course saves \$299. acxpa.com.au/membership

Next steps

Join the wait list and we'll contact you when a public date is set, before tickets go on sale. Or talk to us about a private course for your leadership team.

+61 3 9008 7287 · hello@cxskills.com.au



Scan to enquire