

QUALITY ASSURANCE TRAINING · WITH DANIEL ORD

Quality Frameworks for Contact Centres

There's no off-the-shelf QA system or universal scorecard. Every effective QA program is built on a framework that reflects your service vision, customers and obligations.

\$1,397

per person, ex GST

**PRIVATE, OR ASK
ABOUT PUBLIC
DATES****FORMAT****2 × 4.5 hours, live online****INCLUDED****50-page QA workbook****RATING****4.9/5 from verified reviews**

This course shows you how to design, implement and improve that framework, so QA drives performance, not just compliance scores.

What you'll be able to do

Start with a service vision

Translate your vision into practical standards and scorecards.

Design better forms

Monitoring forms and checklists that calibrate easily.

Sample the right way

Monitoring methods and sampling that support fair assessment.

Calibrate with confidence

Calibration sessions that lift consistency everywhere.

Report with impact

Use QA results to tell a clear performance story.

Plan the evolution

A roadmap to improve QA over time, not redesign it yearly.

Who it's for

- ✓ **Quality Assurance managers:** designing or fixing the QA framework.
- ✓ **Contact centre managers:** accountable for quality across the centre.
- ✓ **CX specialists:** aligning QA with customer experience.
- ✓ **Knowledge management specialists:** keeping standards and content consistent.
- ✓ **Operations and performance managers:** turning QA results into decisions.
- ✓ **Outsourcer and vendor managers:** calibrating quality across partners.

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 modules Two live workshops, 9 hours

Each module builds on the last, so you finish with one coherent framework, not a collection of tools.

MODULE 1

Decide what kind of service you'll deliver

Quality starts with a clear view of the service you intend to deliver.

- ✓ Mission, vision and values
- ✓ Creating a Service Vision
- ✓ Activity versus outcome-based standards

MODULE 2

Standards and forms

Standards and assessment forms are the backbone of your QA program.

- ✓ Compliance versus calibre measures
- ✓ Clear, usable performance standards
- ✓ Forms that calibrate easily

MODULE 3

Monitoring and calibration

Monitoring provides the data; calibration makes it fair and credible.

- ✓ The five classic monitoring methods
- ✓ A sampling approach that fits your goals
- ✓ The four levels of calibration

MODULE 4

Coaching, reporting and governance

Turn QA into better conversations, decisions and service.

- ✓ QA versus Team Leader roles
- ✓ Trend reporting for leaders
- ✓ Turning results into action plans

What participants say

★★★★★

"This course was helpful in breaking down how to build a quality contact centre QA framework, and has challenged my thinking of what we had already established."

Chris Nugent

Performance Analyst, REA Group

★★★★★

"I would highly recommend this course to any new or experienced Quality Assurance member."

Jamie MaileyTeam & Quality Assurance
Manager, Legal Aid NSW

★★★★★

"If you are looking to implement a QA program in your business or to future proof the quality of Service Delivery Team, I highly recommend taking this course."

Eloise LeechQuality and Training Lead, MECCA
Brands

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 2 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice
- ✓ Vendor-neutral: works with any QA tool or platform
- ✓ Private courses (minimum 5), live online on dates that suit you
- ✓ No public dates are scheduled right now: ask us about the next one

ACXPA MEMBERSHIP
Want to save \$349.25 on this course?


ACXPA members pay \$1,047.75, not \$1,397, 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 \$1,397 course saves \$349. acxpa.com.au/membership

Next steps

Talk to us about a private course for your team, or ask about the next public date.

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



Scan to enquire