



Workforce Management is an important function in contact centres but one that is often misunderstood by people outside the WFM team. This course is designed specifically for team leaders, managers and anyone with a stake in the workforce management process to help them better understand the challenges involved; the impact of on the day staff movements and strategies that can be put in place to optimise the process.

As part of Call Design's Workforce Optimisation Program, this one-day, WFM for Team Leaders course is designed to give your managers the tools they need to make better decisions, encouraging more efficient planning and boost your customers experience.

WFM FOR TEAM LEADERS

WHAT WILL I LEARN ON THIS COURSE?

The Call Design, one-day, WFM For Team Leaders course teaches the basics of workforce management and is designed specifically for team leaders or those with an interest in understanding the fundamentals of workforce management practices.

Participants will learn the importance of workforce management and gain insight into techniques used to help make better business decisions and identify resourcing requirements to become more effective leaders.

WHO IS THIS COURSE FOR?

- Team Leaders
- Managers
- Anyone with a stake or interest in the workforce management process

MODULE 1: INTRODUCTION

With over 70% of contact centre operating costs being related to personnel, it is critical to ensure the right number of staff are in place to optimise the customer experience.

IN THIS MODULE

You will gain an understanding of what workforce management is; why it is so important and the challenges that organisations face when trying to optimise the customer experience.

We will cover:

1. The role of workforce management
2. Why workforce planning is so important
3. The challenges associated with optimising the customer experience

MODULE 2: WORKFORCE MANAGEMENT 101

To lead one of Australia's top-performing teams, it is important to understand what causes fluctuations in service levels. That means understanding the basics of workforce management.

IN THIS MODULE

We provide insight into the importance of workforce planning from a manager's perspective. This includes an overview of forecasting, scheduling and real-time management empowering you as a team leader to make better business decisions.

We will cover:

1. Forecasting- how and why historical data is analysed and the drivers that influence demand
2. Scheduling- balancing customer service requirements and meeting service level goals with the scheduling preferences of your staff
3. Real-time management/ Service Level Planning – strategies to optimise staffing decisions throughout the day

MODULE 3: THE POWER OF ONE

It is important for staff to understand the role they play in building customer relationships as well as impacting the overall service that is provided to customers. Everyone has a role to play and everyone is important.

IN THIS MODULE

Team leaders will learn how to explain the impact staff have on service level and customer experience as well as occupancy and profitability.

We will cover:

1. The impact each individual has on the customer experience
2. The impact on workload, occupancy and service level when staff are not where they should be



ABOUT CALL DESIGN

Call Design is one of Australia's leading specialists in the workforce optimisation space in which workforce management is a key component. Our expert consultants have experience working with businesses of all sizes, accessing a suite of products and training solutions designed to improve staff performance, streamline business operations, and ultimately, help you provide your customers with a better service.

If you believe your management team could benefit from a better understanding of workforce management and increasing staff engagement, it is imperative that you act now. Contact us today to learn more about attending this course, or about any of Call Design's other services.



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MODULE 4: WORKFORCE ENGAGEMENT MANAGEMENT

Happy staff make happy customers. In fact, academics and business leaders around the world agree that poor staff motivation and high levels of disengagement can lead to a poor customer experience - quite simply, if your staff aren't willing to put in the effort, your customers will notice. Therefore it is essential that team leaders are highly competent in managing engagement levels and encouraging better participation and performance.

IN THIS MODULE

The final module covers the strategies and techniques necessary to help your managers motivate and engage their teams. It outlines how to motivate staff; where rewards and recognition can fit into your day-to-day process; and a number of proven techniques that can ensure your workforce engagement management initiatives are a success.

We will cover:

1. The basic principles of staff motivation
2. Recognition and rewards strategies
3. Proven techniques to ensure workforce engagement success