



World Class Call Centres: Understanding The Key Strategic Issues

2-Day Management Training
and Knowledge Development Seminar

This seminar is essential for all organizations considering setting up a new call centre or contact centre or seeking to increase the efficiency and the effectiveness of their existing call centre

- Increase Customer Satisfaction • Increase Efficiencies**
• Optimise Investments • Drive Down the Cost of Service
• Increase Revenues • Reduce Staff Turnover

This seminar has been designed to give your company or organisation the knowledge and the skills with which to start or to operate or to outsource a true 'World Class' call centre or customer contact centre

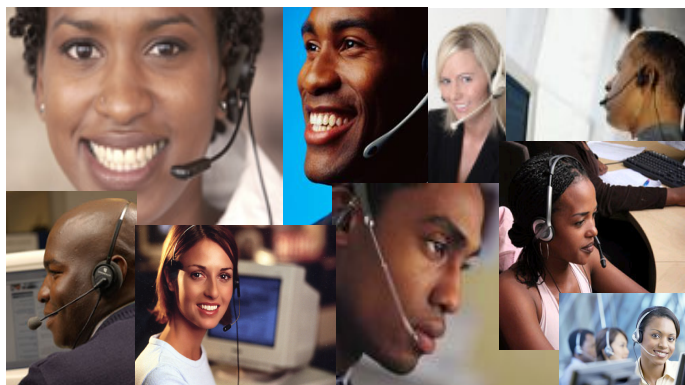
Throughout the world call centres, contact centres and customer service centres have rapidly become the customers' preferred means of interacting with suppliers or service providers. Forward-thinking companies, service-orientated organisations, utilities and local and national governments have been quick to realise that a well-planned and implemented customer service centre, call centre or contact centre will meet the clear demands of customers. In addition, these centres will also dramatically reduce operational costs, increase efficiencies, increase revenues and create a true centre of excellence for the organisation's Customer Service strategies.

Building and Operating a World Class Contact Centre Needs Skills

An effective, efficient contact centre needs the experience, skills and the 'passion' of a diverse group of dedicated professionals. It needs constructive, creative thinking and the ability to work together as a team to discover synergies; to develop a unique contact centre 'culture' and a hybrid management style. Re-structuring an existing call centre or establishing a new call centre can be expensive. It will require the organisation to commit resources in the form of manpower, infrastructure, technologies and capital. **Mistakes cannot be tolerated.**

To achieve success it is vital that every member of the project team knows and understands the fundamentals of your organisation's Customer Service Strategies, Customer Relationship Management (CRM) vision, Contact Centre Technologies and the Operational Dynamics and Management issues as well as an in-depth knowledge and understanding of the unique human resource requirements of a multifunctional contact centre. This seminar has been compiled with these critical factors in mind.

"Wow! It was great to be part of this seminar I gained so much information and solutions to my current call centre problems."
*Bonginkosi Nhlapo—Call Centre Manager
 Phumulela Gaming and Leisure*



WHAT DELEGATES WILL LEARN

The format of this seminar is a high-energy, interactive session that involves delegates and their specific operational issues and challenges. The sharing of non-competitive ideas, techniques and knowledge amongst delegates is encouraged.

PEOPLE • PROCESSES • TECHNOLOGIES

- Understanding Customer Service
- How to develop your Customer Service Strategy.
- The Principles of CRM and Customer Retention
- Developing the Contact Centre Operational Model
- Optimising existing call centres
- Operational Dynamics
- Designing Call Centre Organisational Structures
- Defining Roles & Responsibilities
- Staffing Essentials
- Job Descriptions
- How to Design & Refine Business Processes
- Defining and Implementing Quality Management
- Understanding all of the key technologies & how and when to use them
- Voice over IP & IP Telephony
- Establishing Baselines & Benchmarks
- Call Centre Assessment and Auditing
- Call Centre and BPO Standards—how to implement
- Fundamentals of Quality Assurance
- Workforce Management Techniques
- Performance Management
- The Fundamentals of Planning & Project Management
- How To Develop a Project Team
- Budgeting & Finance
- Procurement Processes
- Outsourcing Options and Hosted Technologies

THIS SEMINAR WILL BENEFIT THE ENTIRE ORGANISATION

Most successful organisations have recognised that in order to achieve sustainable success it is vital that they become totally 'Customer Focused' and simultaneously that they address and rectify the basic loss drivers.

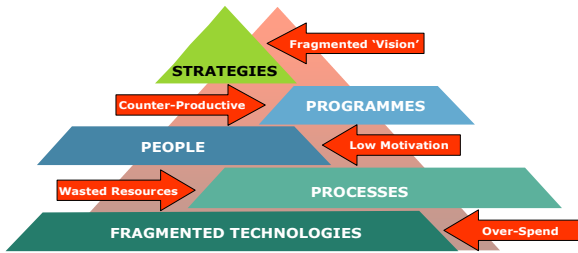
The development of a new customer service centre, call centre or contact centre will require the endorsement and support of the highest level of executive management. The same applies to the re-development or re-structuring or expanding of an existing call centre or contact centre.

Only when the organisation's Strategies, Programmes (e.g. Marketing), People, Business Processes and Enabling Technologies are aligned to one another can the following Key Strategic Initiatives be achieved:

- Reduce or contain costs
- Increase Revenues or Profitability
- Increase Operational Efficiencies
- Increase Measurable Customer Satisfaction

Delegates attending this seminar will learn how to apply their knowledge to the benefit of the entire organisation.

THE FAILING CONTACT CENTRE



THE SUCCESSFUL CONTACT CENTRE



WHO SHOULD ATTEND THIS SEMINAR ?

Those who will derive immense benefit from this seminar include the following:

- Call Centre and Contact Centre Managers.
- Senior Supervisors. (Being groomed for contact centre management)
- Customer Service Managers.
- Marketing Managers.
- Human Resource Managers.
- Senior Trainers.
- Information Officers.
- Financial Managers.
- Procurement Managers.
- IT/ICT Managers
- Contact Centre Project team members.
- Project Teams involved with planning or implementing customer service or call centres.



To date over 1,700 delegates in eight countries have attended the Rod Jones MasterClass seminar

SPECIAL DIRECTORS & SENIOR MANAGEMENT PRESENTATION WORKSHOP

Senior management are seldom able to attend these 2 day seminars so we have developed a **FOUR HOUR**

EXECUTIVE PRESENTATION outlining the key strategic benefits to the company and to customers. Up to 20 Directors, Members of the Exco, General Managers and Senior managers can be accommodated in these customized, in-house presentations. Fees and Costs on application.

SOME HARSH REALITIES TO CONSIDER

- Over 75% of new or rebuilt call centres fail to achieve their strategic objectives within the prescribed time-frames. Lack of adequate planning is usually the root cause.
- As many as 80% of all new call centre projects experience monumental budget over-runs caused by 'Scope Creep' and a lack of knowledge within the organisation.
- Most call centres achieve less than 50% of their potential to deliver high quality customer service. The solutions lie in the processes and the techniques - not necessarily acquiring more technologies.
- In most cases it is possible to achieve on-time / on-budget deployment and high levels of service excellence with KNOWLEDGE-BASED executive and management decisions are fundamental to planning.

Rod Jones—Internationally recognised call centre analyst, consultant, trainer and management & executive coach

MORE ABOUT THIS POWERFUL MANAGEMENT DEVELOPMENT SEMINAR

- ✔ The seminar has been developed over a five year period and is based on over 20 years of international call centre and customer service experience.
- ✔ The seminar is delivered in an interactive, knowledge-sharing, 'Seminar and Lecture Style'.
- ✔ The programme encourages on-going learning and self-development of core skills.
- ✔ The seminar involves considerable interaction between delegates together with the sharing of non-confidential experiences and knowledge.
- ✔ Throughout the seminar delegates are provided with hints, tips, checklists and additional reading and reference materials.
- ✔ The seminar has been specifically developed to provide knowledge and information to executives and managers in developing regions.
- ✔ Throughout the seminar delegates are required to complete exercises specifically designed to facilitate knowledge and skills retention.

POWERFUL LEARNING MODULES

The seminar facilitator will take delegates through a series of structured and powerful learning modules. Each module forms a vital element of the knowledge that will be required to firmly establish a new contact centre or to re-engineer or refurbish or expand an existing call centre or contact centre. These modules include the following:-

- Customer Service Business Strategies
- What is a call centre?
- Differences between Call Centres & Contact Centre
- Customer Relationship Management. What is it? How does the contact centre support CRM ?
- Understanding the operational dynamics of a contact centre
- The Human aspect of contact centres
- Contact centre technologies: What's available How to correctly use technologies
- Fundamentals of Business Process mapping
- Understanding the core Contact Centre Technologies
- Baselines and Benchmarking
- Call Centre operational Standards and 'Best Practice'
- An introduction to Quality Assurance
- Building a Project Development Team
- Roles and Responsibilities
- Building Team Knowledge
- Budgeting and Forecasting
- Procurement Processes

"I found the seminar to be extremely insightful and very well presented. I definitely absorbed a great deal of very useful information that I will definitely take back to the workplace."

Bashantha Sannasy—iChoices



A modern customer contact centre achieves its efficiencies and its overall success through a synergy of People, Processes, Enabling Technologies and the effective utilisation of Knowledge and Data. This seminar teaches how to achieve the critical balances.



LEARN HOW TO BENCHMARK YOUR CONTACT CENTRE

To be a true 'World Class' contact centre the operation MUST apply extensive operating and 'Best Practice' standards and baselines and it must frequently be benchmarked against similar contact centre. This seminar will teach delegates exactly how to assess and self-audit your call centre, contact centre or customer services centre and how to apply International and regional operating standards.



In this intensive, 2-day executive and management knowledge development seminar, delegates will gain a sound understanding of Customer Service Strategies, Customer Relationship Management, Call Centres, Contact Centres and Customer Service Centres. They will also learn about the key contact centre technologies and how best to plan for them.

VISIONARY COMPANIES

The following visionary companies have sent delegates on this course to acquire the knowledge with which to make sound decisions regarding their customer service strategies and the future of their World Class call centres.

- ABI
- ABSA Bank -South Africa
- AIG Insurance -South Africa
- Avis
- Bank of Tanzania
- Banque Rwandaise de Developpement
- Barclays Bank Kenya
- Botswana Police Service
- Botswana Housing Corporation
- Bushnet Uganda
- Business Communication Solutions – Rwanda
- Business Machines Tanzania Ltd
- Celtel
- Cell-C South Africa
- CFC Bank
- Co-operative Bank of Kenya
- City of Cape Town
- City of Johannesburg
- Data Fundi Uganda Ltd
- DFCU Bank
- DHL Express Kenya
- DHL Uganda
- Dimension Data -South Africa
- East Africa Promotion Ltd
- Ellerine Holdings
- First National Bank
- General Motors East Africa Ltd
- I&M Bank
- iChoices
- Infocom Ltd
- Kenya Airways
- Kenya Commercial Bank
- Kenya Data Networks Ltd
- Kenya Power & Lighting Co. Ltd
- Kenya Revenue Authority
- Liberty Life SA
- Liquid Capital Group
- Local Enterprise Authority - Botswana
- Malawi Revenue Authority
- Mascom—Botswana
- Mbagu Enterprises Ltd
- MFI Office Solutions - Tanzania
- Medicredit
- Medscheme
- Merchants
- MultiChoice-South Africa
- MTN Rwandacell
- MTN Uganda
- MTN South Africa
- Nairobi Bottlers Ld
- National Social Security Fund - Kenya
- Nedbank—South Africa
- Netcare 911
- New UPD
- NSSF Uganda
- Old Mutual
- Oseg Group– Botswana
- Orange– Botswana
- Paynet (K) Ltd
- Postal Corporation of Kenya
- Power Computers - Tanzania
- Phumelela Gaming & Leisure
- Rand Water
- Roto Moulders
- Safaricom Ltd
- SA Post Office
- Satcom Networks Africa Ltd
- Simbanet Com Ltd
- Siemens
- Stanbic Bank - Uganda
- Stanbic Bank – Kenya
- Stanbic Bank - Tanzania
- Standard Chartered Bank - Uganda
- Standard Chartered Bank Tanzania
- Stanlib
- Strategis Insurance - Tanzania
- Stellenbosch University
- Swift Global Kenya Ltd
- Tanzania Revenue Authority
- Telkom Kenya
- Telkom South Africa
- Teljoy
- Tigo Tanzania
- Total Oil – Kenya
- Uganda Revenue Authority
- Uganda Telecom Ltd
- University of Botswana
- UMEME - Uganda
- University of Dar Es Salaam
- University of Botswana
- Vodacom Tanzania Ltd
- Vodacom South Africa
- Wesbank
- Water Utilities Corporation - Botswana



World Class Centres -The Strategic Issues. Nairobi -March 2007

WHAT DELEGATES ARE SAYING ..

"This is a 'must do' training for all organizations hoping to set up call centres."
Richard Daniel - Uganda Revenue Authority.

"Rod, you are truly a remarkable teacher—unlike other courses I was captivated and stayed focused all the time. Thank you. Cathy van Rooyen -New UPD.

"I really loved the course! A lot of things are starting to make sense and I cant wait to implement some of the stuff that I have learned from you Liza de Koning -Medikredit

"This is a great seminar for developing up and coming managers. We as iChoices have benefited from the knowledge gained by our staff as well as the networking opportunities." Gavin Atkinson -CEO iChoices

"Your passion is catchy" Christelle van Staden -Nedbank

"Very useful tips and a great presentation." Pauline Warui : Safaricom- Kenya

"The seminar has been a great eye-opener on the tremendous organisational efficiency that can be achieved through a modern call centre." Mary Mwangela: Kenya Power & Lighting Ltd

"Excellent! This seminar should be attended by every call centre professional in the country." Rocky Chirkoot—Skye Group

"This was an excellent seminar. I now have better clarification on how a call centre is and can be more effectively managed together with processes & procedures which can be implemented. Rod, you are a absolutely fabulous & outstanding facilitator, thank you." Melanie Naido—Sibze Contact Centre

THE SEMINAR PRESENTER & FACILITATOR



This powerful seminar has been developed and is presented by Rod Jones, an internationally respected contact centre expert and veteran with over 35 years of practical experience in the Direct Marketing, CRM, Customer Services and Call Centre industries. Rod has served on the boards of numerous professional bodies including The Direct Marketing Association of SA (DMA) and the former Call Centre Networking Group (CCNG). Rod has acted on behalf of the South African national contact centre and BPO body, BPeSA as the overseeing judge in the 2005 and 2006 annual Contact Centre Awards. He is also a judge for the 2007 BPeSA National Contact Centre Awards. In 2006 Rod chaired a BPeSA sub-committee that played a part in developing the SABS South African National Contact Centre Standards.

An accomplished public speaker, Rod regularly presents papers, seminars and workshops and corporate training on various aspects of strategic marketing, call centres, contact centres and customer relationship management. Rod is well known for his hugely energetic and humorous presentation style.

As a widely recognised specialist consultant Rod provides an extensive range of professional services concentrating on the strategic and planning issues of Customer Management, Call Centres and telephony and marketing. His clients include a number of blue-chip South African companies and parastatal bodies as well as organisations in Botswana, Kenya, Namibia, Uganda and the UK. The Rod Jones MasterClass seminar has been attended by over 1,700 delegates in 8 countries.



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