

Core Competencies for the European Diploma/Certificate in Customer Contact Centre Management

(August 2012)

1 Strategy & Concept

- Customer Intelligence and Knowledge Management;

2 Main Topics

- Customer Relationship Management;
- Acquisition;
- Retention and Customer Loyalty;
- Complaints Handling;

3 Operational Tools

- Existing Channels, New Channels and Multi-Channel Strategies;
- Inbound and Outbound Customer Marketing;
- Systems and Technologies for Customer Contact Centers;
- Collaborative CRM Processes;
- Budgeting for Contact Centers;

4 Enabling Technologies

Emerging Technologies:

- VoIP;
- Unified Communications;
- Customer Analytics;
- Speech Analytics;

5 Integration in a Business Environment

- The Integrated Customer Contact Center;
- Management Information for Contact Center Management;
- Outsourcing of Contact Center Management;
- Human Resources Management in Contact Centers;
- Workforce Management;
- Recruitment, Selection and Training of Contact Center Personnel;

6 Analytics

- Quality Management Models and Industry Standards;
- Quality Monitoring Applications;
- Development and Management of Quality Improvement Plans;
- ROI Analysis of Business Processes and Investments;

7 Legal

- Relevant Issues and Legislation Regarding Privacy and Security

8 Cases