

CHOOSE TO LEAD

Elevate Your Leadership Skills with the **Call Centre Leadership Mastery Programme.**

Programme Outcomes

- Enhance Leadership Skills to effectively lead high-performance call centre teams.
- Optimize Operations by mastering key metrics and workforce management techniques.
- Drive Innovation using technology and data to create a customer-focused experience.



YOUR PARTNER IN TRAINING SOLUTIONS AND TALENT DEVELOPMENT.



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**Corporate
Training Solutions**



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Empowering Leaders to Drive Exceptional Customer Experiences

This comprehensive programme is designed to develop the leadership capabilities required to thrive in today's fast-paced and competitive call centre environment.

Participants will gain practical skills in managing operations, optimizing team performance, and enhancing customer experience. Focusing on leadership strategies, workforce management, and the use of cutting-edge technology, the programme equips leaders to drive both operational efficiency and exceptional customer service.

With a focus on continuous improvement, this programme prepares call centre leaders to navigate challenges, foster innovation, and lead teams to success in the ever-evolving industry.

Contact us to enrol:

trainingsolutions@mancosa.co.za / mancosa.co.za/trainingsolutions



HOW YOU'LL GROW

Your Leadership Toolkit:

- **Interactive Workshops**



Assessments



Duration

6 Weeks (Can be customised)



MODULES

Learning Outcomes



Employee Engagement & Retention Strategies

- Implement motivation and recognition strategies to boost employee morale, engagement, and productivity in a call centre environment.
- Develop training and development plans that upskill agents, improving performance and long-term career growth within the organization.
- Understand burnout and attrition trends, and create strategies to reduce turnover while increasing job satisfaction.



Foundations of Call Centre Leadership

- Understand the core responsibilities and expectations of a Call Centre Manager, including leadership duties and operational oversight.
- Identify different leadership styles and apply them effectively to motivate and guide diverse teams in a call centre setting.
- Develop emotional intelligence to improve customer interactions, manage stress, and enhance team collaboration.



Operational Excellence & Workforce Management

- Master key call centre metrics and KPIs such as AHT, FCR, CSAT, and NPS, and learn how to use these to drive performance.
- Implement effective workforce planning and scheduling techniques to optimize team performance and handle fluctuating call volumes.
- Forecast call volumes and allocate resources efficiently to ensure service levels are maintained without overburdening the team.



Customer Experience & Service Quality

- Map out the customer journey and identify key touchpoints to enhance the overall experience and satisfaction.
- Utilize conflict resolution and customer service techniques to handle difficult customers and turn negative interactions into positive outcomes.
- Implement quality assurance processes and develop strategies to monitor and evaluate calls for service excellence.



Technology & Digital Transformation

- Explore the role of AI and automation in modernizing call centre operations and enhancing efficiency.
- Understand omnichannel communication (chat, email, social media, and voice) and learn to integrate these channels for a seamless customer experience.
- Master CRM and call centre software best practices to improve workflow, data management, and customer relationship management.