Garnet
Garnet Global Training Center

GGT-CS-104

Customer Service & Contact Centres

# Contact Centre Management

إدارة مراكز الاتصال

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Intermediate (management)** |

## Overview

Contact Centre Management helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Deliver consistent, efficient service across counters, phones, chat and social channels. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

## What you will be able to do

- Set up and run Contact Centre Management as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

## Who should attend

Customer service agents, team leaders, contact centre managers and service designers. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

## Key topics

- Service standards
- Communication with customers
- Handling complaints
- Channels and tools
- Measuring service
- Service recovery

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Contact Centre Management: the management framework

- Service recovery
- Checklists and templates to take away

### Day 2 Planning, resources and budgets

- Service standards
- Communication with customers

### Day 3 Performance measurement and control

- Handling complaints
- Group discussion and peer review

### Day 4 Risk, compliance and improvement

- Channels and tools
- Measurement and reporting

### Day 5 Management case study and action plan

- Measuring service
- Hands-on workshop on a workplace challenge

## 10-day outline

### Day 1 Contact Centre Management: the management framework

- Service recovery
- Checklists and templates to take away

### Day 2 Planning, resources and budgets

- Service standards
- Communication with customers

### Day 3 Performance measurement and control

- Handling complaints
- Group discussion and peer review

### Day 4 Risk, compliance and improvement

- Channels and tools
- Measurement and reporting

### Day 5 Management case study and action plan

- Measuring service
- Hands-on workshop on a workplace challenge

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 3–7 May 2027 | 5-day classroom | Singapore | English | 4,750 |
| 16–20 Aug 2027 | 5-day classroom | Casablanca | Arabic | 4,750 |
| 19–30 Sep 2027 | 10-day classroom | Cairo | English | 8,950 |
| 18–22 Oct 2027 | 5-day online | Live online | Arabic | 2,950 |
| 20–31 Mar 2028 | 10-day classroom | Kuala Lumpur | English | 8,950 |
| 3–14 Apr 2028 | 10-day online | Live online | Arabic | 5,450 |
| 12–16 Jun 2028 | 5-day classroom | London | English | 4,750 |
| 8–12 Oct 2028 | 5-day classroom | Kuwait City | Arabic | 4,750 |
| 1–12 Jan 2029 | 10-day classroom | Paris | English | 8,950 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 12–16 Mar 2029 | 5-day online | Live online | Arabic | 2,950 |
| 1–5 Apr 2029 | 5-day classroom | Riyadh | Arabic | 4,750 |
| 16–20 Sep 2029 | 5-day classroom | Cairo | English | 4,750 |
| 6–17 May 2030 | 10-day classroom | Amsterdam | English | 8,950 |
| 17–21 Jun 2030 | 5-day classroom | Istanbul | English | 4,750 |
| 19–23 Aug 2030 | 5-day classroom | Barcelona | English | 4,750 |
| 18–29 Nov 2030 | 10-day online | Live online | English | 5,450 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/