

*“We chose the UK National Contact Centre Academy because they are experts in their field, bringing with them skills and experience that we simply didn't have in house. They are simply our first port of call for any training in the contact centre.”*

Debbie Osborne, Head of Customer Contact, Sovereign Housing

*“We wanted to help our team improve how they handled calls to the customer care line. If we were going to learn, we wanted it to be from the very best. It is testament to the quality of their training that I still hear people across the centre talking about what we learned and sharing feedback with each other.”*

Jean Crisp, Call Centre Manager, The Co-operative Food

*“We didn't expect the results to be so immediate and significant. Four months on from the training and we are still sustaining that improvement.”*

Emma Holmes, Call Centre Manager, LearnDirect



## About the UK National Contact Centre Academy

Developing the contact centre management professional is at the heart of the CCMA's values. That's why the UK National Contact Centre Academy was formed.

The Academy provides contact centre training through open courses or custom built training programmes for your teams. This unique training organisation draws on the broad and practical in-depth contact centre experience at the CCMA. Our trainers have led best practice and award winning operations.

No matter where you are in your contact centre career, we're here to help. From developing a confident advisor, to becoming an effective team manager and contact centre professional, to succeeding as a strategic leader in customer contact, our training programmes will help you achieve your goals.

## Find your training solution

Visit: [www.ccma.org.uk](http://www.ccma.org.uk)  
Call: 0844 800 0623  
Email: [info@ccma.org.uk](mailto:info@ccma.org.uk)  
Twitter: @ccmataalk

## Join the CCMA

The CCMA (Call Centre Management Association) is the longest established association representing the contact centre industry in the UK. It supports contact centre leaders, managers and supervisors through providing opportunities to network, to openly share best practice and to increase their skills and knowledge through specialist training.

Find out more about how the CCMA can support your career at [www.ccma.org.uk/join-ccma](http://www.ccma.org.uk/join-ccma).



# Developing the contact centre professional

In association with





## Contact centre learning delivered by experts

Creating an award winning, best practice driven contact centre operation doesn't just happen. It takes the expertise of individuals working together as a team to create excellence. How do you achieve that?

The UK National Contact Centre Academy will help you develop your skills to become an expert in your field. Our experienced trainers are all seasoned contact centre professionals and understand your challenges. They want to help you succeed.

### Choice and flexibility

You can choose how you learn. The UK National Contact Centre Academy offers:

- One day courses, masterclasses and workshops throughout the UK
- Custom built courses designed to meet your training needs
- Coaching and mentoring for one-to-one support
- Achieve a degree qualification in Contact Centre Planning and Management, delivered in partnership with The Forum and the Ulster University.

There is a wide variety of courses available to meet your learning needs. Whether you want to develop the call handling techniques of your team members or enhance your own understanding in setting KPIs and targets, there will be a course to help you achieve your goals.

*Whatever your learning needs are, get in touch, we are here to help.*

# Supporting your professional development

Whether you are starting out in your contact centre career or a strategic leader, our training programmes will focus on developing your skills and competencies in a number of key areas:

#### Contact handling

Dealing with service or sales calls professionally is crucial to the customer experience. Understanding how to take control of the call, recognising the impact of tone, pitch and pace and using the right language are all key elements of a good conversation.

#### Customer insight

Being quickly able to identify and understand the profile of your customers enables you to match the conversation to their needs

#### Operational efficiency

Getting the most out of every day and every individual is key to a manager, whether through better time management or knowing how to increase call efficiency.

#### Coaching

Learn the skills and techniques required to deliver effective coaching in a time pressurised environment. Practice different approaches to ensure that advisors are fully engaged in the coaching process.

#### Performance and quality management

Increase your team's performance and gain consistency in quality every day. Learn how to handle underperformance and how to turn it around.

#### Contact centre leadership

Understand contact centre strategy and planning, recruitment and stakeholder management to drive customer service excellence and employee engagement.

The Confident Advisor

The Effective Team Manager

The Contact Centre Professional

The Strategic Leader

