

*Getting The Maximum Return From Your
Training & Development Budget*

BIG RETURNS

Presented By:

HESHAM HAMMAM





INSIGHTS

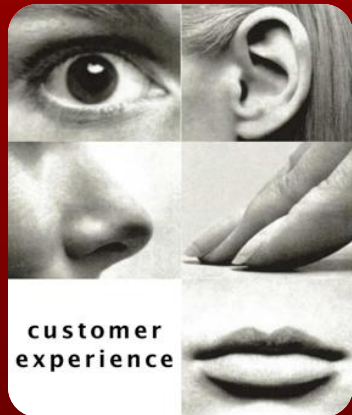


HESHAM HAMMAM

- *C. 10 years Call Center training experience including MobiNil in Egypt and other companies in UAE.*
- *Currently, Training & Business Development Consultant with INSIGHTS*
- *My work in INSIGHTS takes me across middle East as a trainer and training consultant.*

If You Have A Limited Training Budget,

Where Should You Spend It?



INVESTING THE
RIGHT AMOUNT
IN TRAINING

MAXIMIZES
RETURNS

EXISTING
/NEW
CUSTOMERS

CUSTOMER
EXPERIENCE

**The Higher Impact on Improving
The Customer Experience**

Importance of Training & Development

- *Is it important to train your staff?*
- *What do you expect from your staff training?*
- *How can you improve your customer retention?*



Typical Reasons for Employee Training and Development:

- *When a performance appraisal indicates performance improvement is needed.*
- *To increase staff ability to communicate and relate with **different kinds of customers.***
- *To increase customer retention and loyalty.*
- *As part of succession planning to help an employee be eligible for a planned change in role in the organization.*



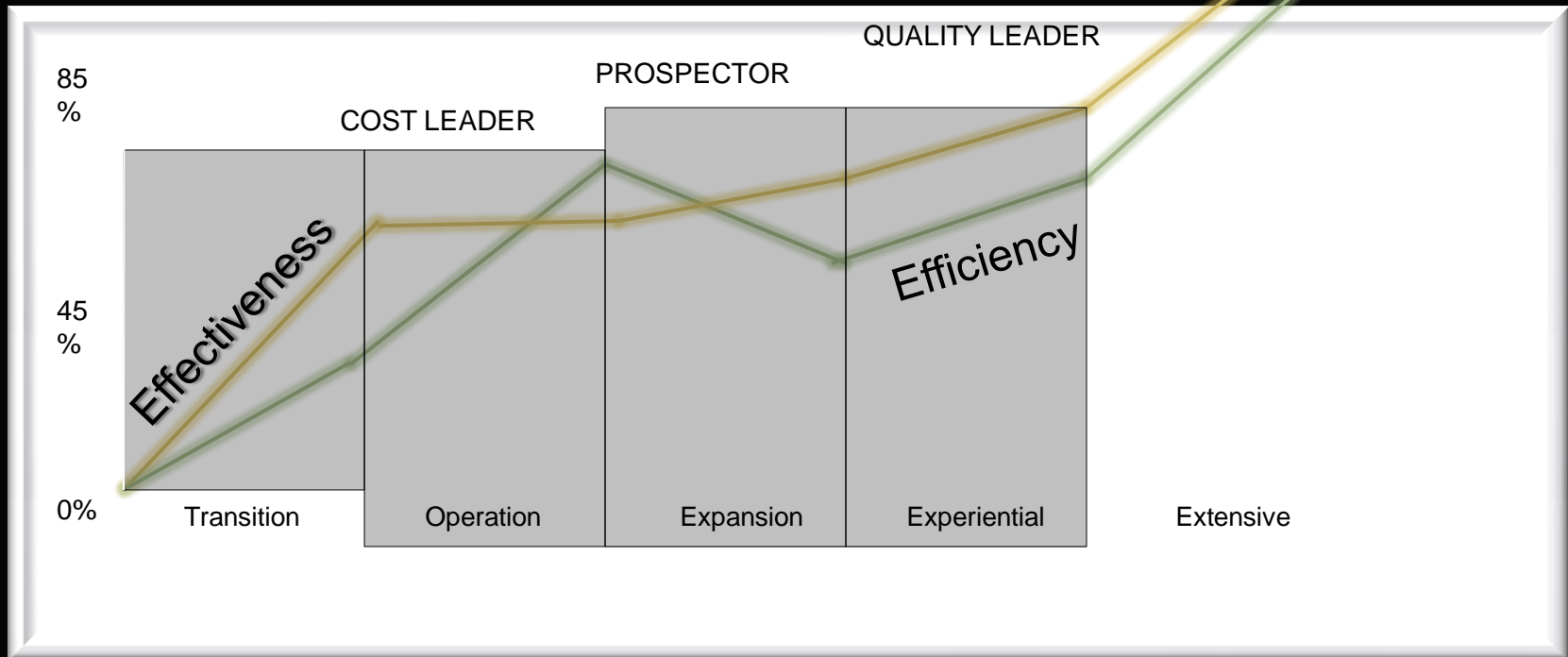
Current Economic Climate:

“It is a harsh reality of the current economic climate that many companies, large and small, are cutting back on their training budgets. But does a cut in your training budget mean that your employees have to get less training?”





- Evolution time line



- Don't do more than you need!

Typical Training Topics:



A

Essential Agent Skills



B

Advanced Interaction Skills



C

Advanced Sales Skills



D

Advanced Written Skills



E

Physical Interaction Skills



F

Collections Skills



G

Technical Support Skills



H

Customer Relationship Skills



I

Customer Experience Skills



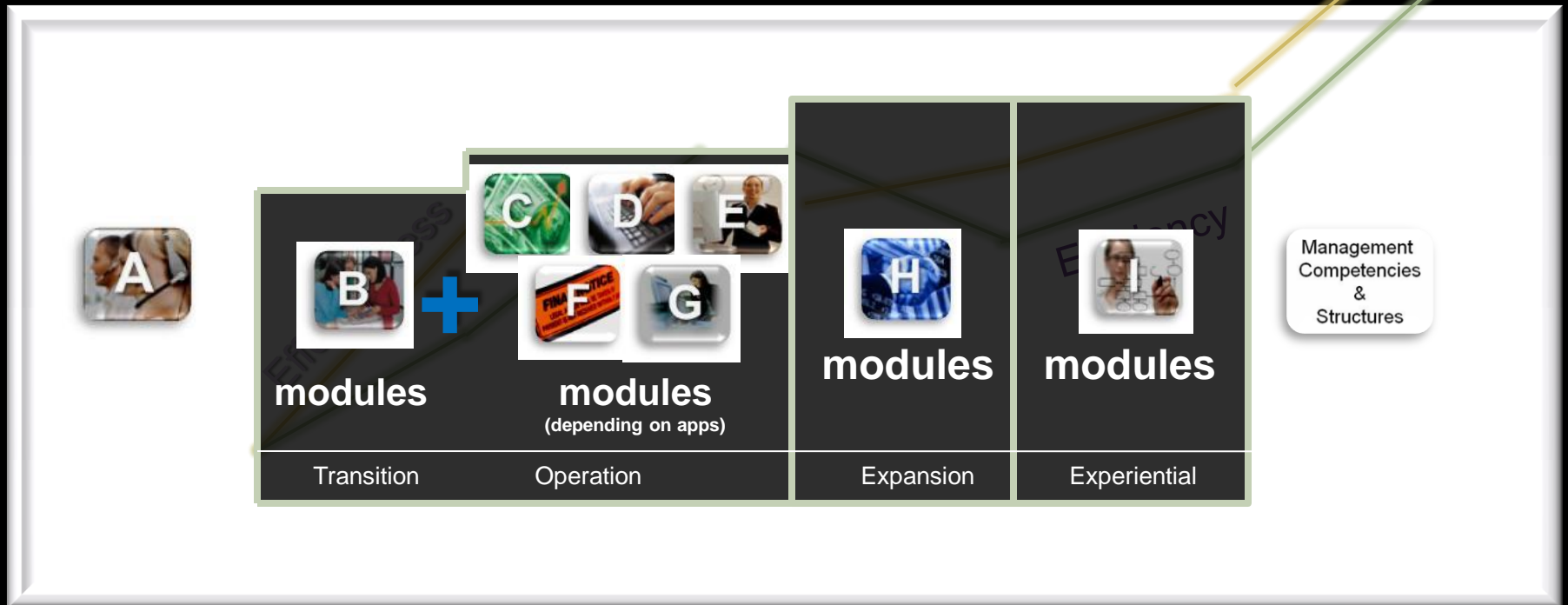
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Call Centre Training Skills

Agent Training

Sentio



*Train for your Current & Next
Stage of evolution
ONLY*

Getting Smarter About How You Spend And Analyse Your Training Budget Returns:

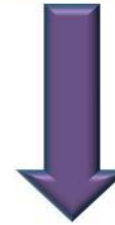
1. *Ensure line managers are fully engaged in the process so that training needs are properly identified.*
2. *Employees are able to learn new skills in an area of business.*
3. *Training employees can help to reduce the costs associated with errors.*
4. *Seek creative learning and development solutions.*
5. *Training can help improve skills and abilities, improve productivity and efficiency, and give employees an opportunity to advance in the workplace.*



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Face to Face Training



Computer Based Training



C.B.T.

Online

Knowledge Assessment

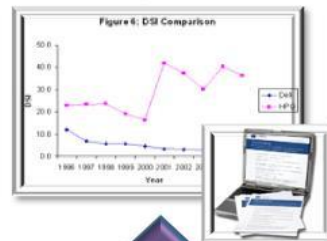


Online
Quality Assurance



Re-Certification

Online Reporting
& Analysis tools



Business
Intel



The Most Common Mistakes in Call Center Training:



Many people focus on providing system and product trainings to their agents rather than providing them soft skills training.



The Most Common Mistakes in Call Center Training:

Training days are not sufficient to get the maximum benefit.



The Most Common Mistakes in Call Center Training:

Trainers are not talented and competent enough to deliver proper trainings.



The Most Common Mistakes in Call Center Training:

- *Failure in follow up process after conducting the training.*
- *Ignorance of quality assurance impact on the employees performance.*



The Most Common Mistakes in Call Center Training

Call centre supervisors are not receiving the training they need to effectively motivate and retain agents and to be successful in their overall responsibilities.



Avoid Common Mistakes in Call Center Training:

- *Start with pre-assessment in order to know what is your agents level for both new and existing employees.*
- *Conduct training for agents, team leaders and supervisors regularly.*
- *Provide competent trainers that able to deliver the training properly.*
- *Schedule the training days to be sufficient for the trainees to be able to practice more during the workshops.*



Avoid Common Mistakes in Call Center Training:

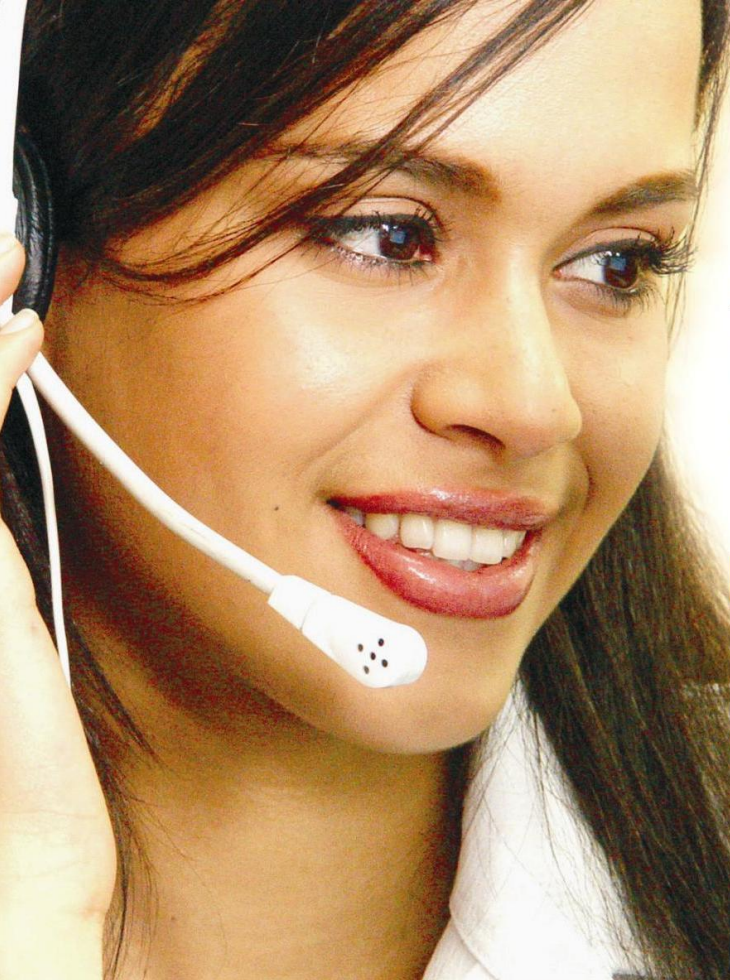
- *Conduct on job trainings and one-to-one coaching sessions regularly so, you can measure the employees progress.*
- *Conduct coaching sessions for the supervisors on how to coach and treat their agents.*
- *Correctly integrating QA and training so agents are “encouraged” to do the right things and trainers know how QA will score agents.*



To Get The Maximum Returns:

- 1st Strategic Training (Evolution Model)
- 2nd Blended Training (F2F + CBT)
- 3rd Automatic Link Between (Blended Training & Quality)





A Meeting Of Minds On Customer Service & Contact Centre Issues

Middle East call centre 10

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