

MARKETING & COMMUNICATION | COURSE BROCHURE

Contact Centre Management and Performance

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



Course content

Why attend

Contact centres shape customer experience at scale. This course covers contact centre strategy, workforce management, forecasting and scheduling, quality assurance, agent coaching and engagement, omnichannel service, technology and performance metrics.

Balancing service levels, costs and agent wellbeing is a constant challenge. This course gives contact centre leaders practical tools to improve performance.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses workforce planning exercises, quality calibration sessions, case studies and KPI workshops.

Course objectives

By the end of this course, participants will be able to:
• Develop contact centre strategy
• Forecast demand and schedule staff
• Manage service levels and queues
• Run quality assurance and coaching
• Engage and retain agents
• Measure and improve performance

Target audience

This course is suitable for:
• Contact centre managers
• Team leaders and supervisors
• Workforce planners
• Customer service managers
• Quality analysts



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Target competencies

Participants will develop competencies in:

- Workforce management
- Forecasting and scheduling
- Quality assurance
- Agent coaching
- Omnichannel service
- Contact centre KPIs

Course outline

Day 1: Contact Centre Strategy

09:00–09:54	Role of the contact centre
09:54–10:48	Channel strategy
10:48–11:00	Operating models
11:00–11:30	**Coffee break**
11:30–12:12	Operating models (continued)
12:12–13:06	Customer expectations
13:06–14:00	Exercise: Centre assessment

Day 2: Workforce Management

09:00–09:54	Forecasting contacts
09:54–10:48	Erlang and staffing
10:48–11:00	Scheduling
11:00–11:30	**Coffee break**
11:30–12:12	Scheduling (continued)
12:12–13:06	Real-time management
13:06–14:00	Lab: Staffing calculation



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Day 3: Quality and Coaching

09:00–09:54	Quality frameworks
09:54–10:48	Calibration
10:48–11:00	Coaching
11:00–11:30	**Coffee break**
11:30–12:12	Coaching (continued)
12:12–13:06	Customer feedback
13:06–14:00	Practice: Quality calibration

Day 4: People and Technology

09:00–09:54	Agent engagement
09:54–10:48	Attrition
10:48–11:00	Contact centre technology
11:00–11:30	**Coffee break**
11:30–12:12	Contact centre technology (continued)
12:12–13:06	AI and self-service
13:06–14:00	Case study: Reducing attrition

Day 5: Performance Management

09:00–09:54	KPIs and dashboards
09:54–10:48	First contact resolution
10:48–11:00	Cost per contact
11:00–11:30	**Coffee break**
11:30–12:12	Cost per contact (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: Performance plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,940.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,650.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,820.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,450.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,860.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,540.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,820.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
London Confirmed dates	3 May 2027	7 May 2027	**£2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**£3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**£1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,860.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.–**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,650.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.–**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,540.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Barcelona Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,840.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**£3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,650.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,650.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online