MERCURY

International Standards for Call Center Management ISO 18295 - Call Centers

9 – 13 May 2027
Dubai (UAE)



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Ref: 15292_1077744 **Date:** 9 – 13 May 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

One of the basic criteria that all governmental, business or civil bodies and institutions seek is customer satisfaction and satisfaction of desires and needs. Despite this, studies have proven that 50% of customer calls from most government agencies still need to be answered. Callers outside of work time are not answered, and the pressure of calls may also cause some of them to lose.

In the necessities of professional work between companies, providing technical support service to customers in a distinct manner is one of the basics of competitive work, and as a matter of strong competition in the labor market, the customer is looking for companies that have the greatest interest in his dealings, the more interest in the customer, the greater the demand for this field, which led to the need to pay attention to customer service in general and the quality and efficiency of call center operations in particular.

Adherence to international call center management standards is crucial for providing exceptional customer service and ensuring efficient operations. This course is aimed at those seeking to achieve and maintain the certification of the 18295 call center. It delves into the methods and strategies needed to develop a capable call center management system aligned with international standards.

Enhancing Call Center Management with International Standards:

International standards play a pivotal role in shaping the protocols and processes of call center management. Throughout this course and within this dedicated section, we will explore the call center standard and how implementing these standards can result in consistent, high-quality customer interactions. You'll grasp the essence of an international call center and how it differs from its domestic counterparts, and you'll understand the significance of call center standards in today's global business environment.

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Targeted Groups:

- Call Center Managers.
- Quality Assurance Managers.
- Customer Service Supervisors.
- Operations Managers.
- Contact Center Team Leaders.
- Customer Experience Managers.
- Business Process Improvement Specialists.
- Training and Development Managers.
- Compliance Officers.
- Senior Customer Service Representatives.

Course Objectives:

At the end of this ISO 18295 international standards call center management training course, participants will be able to:

- Understand the critical role of customer service in a competitive market.
- Employ effective techniques for managing customer expectations and ensuring their satisfaction.
- Discover various modern call center configurations.
- Enhance service delivery for higher customer satisfaction.
- Learn about emerging technologies that can elevate call center efficiency.
- Spot early warning signs of customer dissatisfaction and address customer issues with practical solutions.
- Recognize the significant impact of proficient call center management on the overall company performance.
- Apply a robust customer feedback system to boost customer contentment and loyalty.
- Handle every phase of the complaint management process—from receiving and analyzing complaints to carrying out follow-ups—seamlessly.
- Create and assess Key Performance Indicators KPIs for complaint management systems.
- Improve and standardize call center practices to align with top international customer service standards.

Targeted Competencies:

By the end of this ISO 18295 international standards call center management training program, participants will be able to:

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- Call Center Operations Management.
- Quality Assurance and Monitoring.
- Customer Service Excellence.
- Performance Measurement and Reporting.
- Compliance with ISO Standards.
- Customer Experience Enhancement.
- Team Leadership and Development.
- Process Improvement and Optimization.
- Effective Communication Skills.
- Complaint and Dispute Resolution.
- Strategic Planning and Implementation.

Course Content:

Unit 1: Unique Vision in the Management of Customer Service:

- The integral role of customer service in organizational success.
- Advanced customer service strategies.
- Contemporary techniques for identifying and comprehending client needs.
- Initiatives and strategies that foster a positive customer service culture.
- Factors driving customer service excellence.
- The positive impact of meeting or surpassing customer expectations.

Unit 2: Efficiency of Call Centers in Achieving Quality Customer Service:

- A deep dive into contact center management constructs.
- Explore the strategic value of call center management.
- Establish the primary objectives for the call center department.
- Five key areas for call center activation.
- Advantages of a dedicated call center division.
- Common hurdles encountered by call centers.

Unit 3: Modern Mechanisms in the Development of Call Center Operations:

- The role of modern technology in optimizing call centers.
- Evolve the operational mechanisms of call centers.
- Understand the various types of call centers.
- Strategies for enhancing call center performance.
- Essential skills required for call center staff.
- Develop relevant KPIs for effective evaluation and reassessment of complaint systems.
- Implement total quality management concepts in call center complaint handling.

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Unit 4: Leadership and Providing a Stimulating Environment for Call Center Employees:

- Explore concepts of leadership goals and types.
- Leadership's role in evolving, implementing, and renewing operations.
- Engage leadership techniques with all stakeholders.
- Instill a culture of excellence within call center teams.
- Leadership's contribution to fostering an environment conducive to innovation and creativity.
- Adopt leadership strategies to enforce developmental policies.

Unit 5: Excellence as a Gateway to Efficient and Effective Call Center Operations:

- The correlation between efficiency, effectiveness, and managerial excellence.
- Apply efficiency and effectiveness as benchmarks for quality customer service.
- Analyze how environmental, economic, and technological factors influence customer satisfaction.
- Deploy excellence strategies for call center development policies.

Unit 6: Methods of Measuring Call Center Customer Satisfaction for Building Effective Organizations:

- Reasons behind the necessity to measure customer satisfaction.
- Techniques for gathering data to gauge customer satisfaction.
- Contemporary KPIs for Customer Complaint System Evaluation and Review.
- Challenges organizations face in the customer satisfaction assessment.
- Frameworks for customer satisfaction evaluation in call centers, including analytics and the utilization of results.
- Approaches for assessing employee satisfaction in call centers and leveraging findings for improvements.