

## 5-Day TOC: Optimizing Contact Center Quality

### Day 1 — Foundations of Contact Center Quality

- Understanding the modern contact center ecosystem
- Key quality dimensions: accuracy, empathy, compliance, efficiency
- Customer expectations and service standards
- Quality assurance (QA) frameworks and methodologies
- Common challenges in quality management

### Day 2 — Quality Monitoring & Performance Measurement

- Call monitoring techniques (live, recorded, automated)
- Quality scorecards and evaluation criteria
- Key performance indicators (KPIs) and service-level metrics
- Root-cause analysis for quality issues
- Using analytics to identify trends and gaps

### Day 3 — Workforce Excellence & Coaching

- Agent competency models
- Effective coaching techniques
- Feedback delivery and performance improvement plans
- Training needs analysis

- Motivating and engaging frontline staff

#### Day 4 — Process Optimization & Technology Enablement

- Streamlining workflows and reducing friction
- Leveraging CRM, IVR, and omnichannel tools
- Using AI for quality improvement (speech analytics, sentiment analysis)
- Reducing repeat contacts and improving first-contact resolution
- Continuous improvement methodologies (Lean, Six Sigma basics)

#### Day 5 — Quality Governance & Customer Experience Strategy

- Building a quality governance framework
- Aligning QA with organizational goals
- Voice of the Customer (VoC) programs
- Reporting quality insights to leadership
- Designing a quality improvement roadmap