

# Dublin Business School

in association with CCMA Ireland Skillnet



## Strategic Contact Centre Innovation and Management\* (HETAC Level 9 Special Purpose Award) 2011/2012



Acquire the knowledge and skills required to stand out from the crowd. Unlock your potential with the new HETAC Strategic Contact Centre Innovation and Management Programme at Dublin Business School.

The Contact Centre Management Association is delighted to partner with Dublin Business School to offer the HETAC Special Purpose Award (Level 9) Strategic Contact Centre Innovation and Management Programme.\* This course is designed and delivered by contact centre industry professionals and will be extremely valuable for all of our members. I would like to take this opportunity to wish you the best of luck in your studies.

**Dorothy O'Byrne** *CCMA Ireland*

### About The CCMA



The CCMA (Contact Centre Management Association) was founded in 1999 with the aim of developing professionalism in the contact centre industry in Ireland. CCMA is a not for profit organisation run by industry professionals. It aims to recognise and promote management professionals in contact centres and provide continuing professional development to call centre management. It also provides a forum for knowledge sharing and promotion of best practice within the industry. Finally, it promotes communication between contact centres' product and service vendors and end users, and provides members with access to both formal and informal education.

It's with this in mind that CCMA and DBS have formed a unique partnership to deliver an innovative programme for all CCMA members. DBS has built an international reputation for providing guidance and accreditation services to organisations wishing to enhance their staff development provision.

### About DBS



**Dublin Business School**  
excellence through learning

Established in 1975, Dublin Business School (DBS) is Ireland's leading independent third level institution with over 9,000 students, providing a wide range of undergraduate, graduate, executive and professional programmes. The School is part of Kaplan, Inc., the education division of The Washington Post Company, and a leading global provider of educational and career services for individuals, schools and businesses. Kaplan, Inc. is a world leader in education, serving more than one million students per year in over 600 locations in 37 countries.

Dublin Business School specialises in the provision of career focused business and law education as well as the delivery of contemporary programmes in the areas of Business, Management, Law, Accounting, Finance, Marketing, Event Management, Digital Media, Information Technology, Cloud Computing, Arts, Humanities, Media, Journalism, Psychology, Counselling & Psychotherapy, Film Studies, Project Management and Social Science.

*The CCMA Ireland Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.*



# Strategic Contact Centre Innovation and Management\*

## Programme Content

The Strategic Contact Centre Innovation and Management programme has been developed by subject experts in DBS and experts within the sector. This programme is aimed at any individual working, or intending to work as a manager in a Contact Centre. Participants will gain a better understanding of the context within which they operate, the evolution of the Contact Centre as well as an appreciation of the Information Systems currently utilised. They will also gain an in-depth knowledge of best practice in Contact Centre Performance Management, understand the metrics of the industry and be able to map how to influence the changing role of the contact centre from cost centre to business value enabler within their own organisation. The programme consists of three modules worth 5 ECTS each.

## Modules

### Strategic Management (5 ECTS)

This module introduces learners to the formation of strategy process in a range of organisational contexts with particular emphasis on globalisation and a changing and volatile environment. Specific focus will be placed on the importance of the Contact Centre to an organisation's strategic goals.

### Contact Centre Performance Management (5 ECTS)

This module examines contact centre performance measures, and the performance of agents within a centre, to add value to an organisation. It also introduces learners to the range and type of metrics available in contact centres and the way in which these metrics align with and support business objectives. Finally, it examines differences in managing in-sourced and outsourced delivery models and the contact centre value chain.

### Contact Centre Innovation and IT Management (5 ECTS)

This module looks at innovation and the changing role of the contact centre. It focuses on the use of technology, such as cloud computing, analytics and the relationship between management and the contact centre IT/IS. Finally, it provides insight into how customer relationships are built and maintained and the application of learning to specific business challenges.

## Programme Structure

The programme will be delivered 1.5 days per month (3 hours Friday afternoon + 6 hours full day Saturday)

*Provisional Dates:*

9th & 10th December (induction)	
10th & 11th February	24th & 25th February
9th & 10th March	23rd & 24th March
13th & 14th April	27th & 28th April

## Assessment and Accreditation

Candidates successfully completing all three modules will receive a HETAC Special Purpose Award (Level 9) Certificate in Strategic Contact Centre Innovation and Management\*.

## Entry Requirements

- Holders of a Level 7 Certificate in Contact Centre Management Special Purpose Award
- Holders of a Level 8 NFQ Degree award in any discipline or equivalent
- Applications without this will also be accepted on the basis of prior experience and learning (APEL) meaning applicants who do not meet the normal academic requirements may be considered based on relevant work and other experience.

## How To Apply

Please complete the attached application form and return along with the relevant documentation (original and official English translation where issued in another language) to the CCMA address below. The closing date for receipt of applications is Friday 25th November.

## Fees

€1,950 per person payable by cheque or bank transfer to CCMA Ireland Skillnet.

## Further Information

For further information please contact CCMA, Paramount Court, Corrig Road, Sandyford Industrial Estate, Dublin 18

Phone: +353 (0) 1 291 1960

Email: [training@ccma.ie](mailto:training@ccma.ie)

Website: [www.ccma.ie](http://www.ccma.ie)



Higher Education and  
Training Awards Council  
Comhairle na nDámhachtainí  
Ardoideachais agus Oiliúna



**Dublin Business School**  
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\* subject to validation.

## Strategic Contact Centre Innovation and Management Application Form

PLEASE COMPLETE ALL PARTS OF THIS FORM IN BLOCK CAPITALS

### PERSONAL DETAILS

Mr/Ms: Forename: Surname:

Home Address:

Phone Numbers:

Home: Office: Mobile:

E-mail Address:

Date of Birth: DD   / MM   / YYYY

### EMPLOYMENT DETAILS

Company Name:

Work Address:

Telephone: E-mail Address:

### DECLARATION/DATA PROTECTION ACTS 1988 & 2003

I certify the information given here is correct and I hereby undertake, if admitted to the College to comply with all regulations of the College. I further agree to be bound by the College's terms and conditions, which can be found at [www.dbs.ie](http://www.dbs.ie) I understand that under the Data Protection Acts, 1988 and 2003 (the "DPA") my consent may be required for the College to process personal data which it may have in its possession concerning me (including disclosure to third parties). I note that this personal data may include sensitive personal data within the meaning of the DPA, the processing of which requires my explicit consent. For the purpose of assessing my application, I consent:

1. to the College processing my personal data, including sensitive personal data, either contained on this form or otherwise, for the purposes of assessing my application for enrolment with the College.
2. to the processing of any information relating to me, either contained in this form or otherwise, for the purpose of the College informing me of goods or services which may be of interest to me.

I do not want my information to be used for the purposes of informing me of other services which might be of interest to me

I do wish to receive such information by text/SMS marketing

Please note that you have the right to access your personal data held about you by the College and to correct any inaccuracies in such data.

Signed: Date:

# Strategic Contact Centre Innovation and Management

PLEASE COMPLETE ALL PARTS OF THIS FORM IN BLOCK CAPITALS

## TRAINEE PROFILE

The purpose of this form is to gather profile information on participants on Skillnet funded programmes. The Department of Enterprise, Trade and Innovation who fund Skillnets and CCMA Ireland Skillnet require this information and Skillnets are obliged to compile and report it. Only aggregated data for all participants will be reported to Skillnets Ltd and the Department. No individual data will be reported. Individual profiles will only be made available to your network manager for the purposes of evaluating your own network. CCMA Ireland Skillnet will comply with all applicable data protection legislation in respect of the information and personal data provided by you in this form. You have the right of access to the data by means of a written request and you can request CCMA Ireland Skillnet to correct any inaccuracies in the data.

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Age: \_\_\_\_\_ Gender: Male  Female  E-mail Address: \_\_\_\_\_

What is your highest attainment level of the National Framework of Qualifications (NFQ)?

NFQ 1  NFQ 2  NFQ 3  NFQ 4  NFQ 5  NFQ 6  NFQ 7  NFQ 8  NFQ 9  NFQ 10

Other (please specify): \_\_\_\_\_

(Note: Level 5 = Leaving Certificate; Level 6 = Advanced/Higher Certificate; Level 7 = Ordinary Bachelors Degree; Level 8 = Honours Degree/Higher Diploma; Level 9 = MSc; Level 10 = PhD)

In what year did you receive your highest educational qualification? \_\_\_\_\_

Number of non-Skillnets courses attended in the last 3 years: 0  1-3  4-9  10+

Number of Skillnets courses attended in the last 3 years: 0  1-3  4-9  10+

What is your occupation category?

Owner Manager  Managerial/Supervisor  Professional  Semi Skilled

Technician/Technical  Skilled Manual  Non-Manual

Company Name: \_\_\_\_\_

Job Title/Position in Company: \_\_\_\_\_

Month and year you joined your current company: \_\_\_\_\_

Work address of employee: \_\_\_\_\_

Employee's Supervisor/Manager Name: \_\_\_\_\_

Work Address of Supervisor/Manager: \_\_\_\_\_

E-mail Address of Supervisor/Manager: \_\_\_\_\_

If you do not want to receive any further information regarding programmes managed or administered by Skillnets Limited, please tick this box

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



Please return completed form to:

CCMA, Paramount Court, Corrig Road, Sandyford Industrial Estate, Dublin 18

Tel: +353 1 2911960 E-mail: [outsourcing@ccma.ie](mailto:outsourcing@ccma.ie) Web: [www.ccma.ie](http://www.ccma.ie)