



# OPERATIONAL EXCELLENCE

Leadership & Management Development Seminars

"I help Decision Makers to  
Make Good Decisions about Call Centres & Contact Centres"



Setting-up and operating a true "World Class" Call Centre, Contact Centre or Customer Interaction Centre needs the right combination of four critical elements..  
**Winning Strategies • Effective & Efficient Processes • Skilled & Dedicated People • Appropriate Technologies**

**Now! The internationally acclaimed Rod Jones MasterClass seminars in One-Day and Two-Day formats**



## POWER CLASS and MASTERCLASS SEMINAR CONTENT

### 1-DAY POWER CLASS WORKSHOP SEMINAR

- Cx Global Trends - Regional Impact
- Definitions: A World Class Contact Centre
- Measuring & Managing the Customer Experience
- The Power of Customer Loyalty
- A New Look at Quality Assurance
- Performance Measurement & Management
- Contact Centre Technologies - Trends & Development
- Process Design & Reengineering
- Money Matters - Getting to grips with operational costing

### 2-DAY MASTERCLASS SEMINAR

The complete PowerClass workshop Seminar **PLUS** the following learning and practical knowledge modules.

- The impact of Social Media on Contact Centres
- Essential Operational KPIs
- Advanced Digital Technologies & How best to use them
- Planning for Digital Migration (Using the COSAM Methodology)
- Manpower: Recruitment, Selection, Training, Motivation and Retention
- Assessing, Auditing & Benchmarking contact centres

### WHAT SEMINAR PARTICIPANTS WILL LEARN

In these jam-packed, highly interactive seminars, participants will gain a thorough knowledge and understanding of the very latest globally recognised 'best practices' in terms of strategies, trends, organisational structure, management techniques, technologies, and a whole lot more. Participants will also get 'hands-on' experiential learning opportunities.

### SEMINAR FORMAT

The format of this seminar is a high-energy, interactive session that involves delegates and their specific operational issues and challenges. The sharing of non-competitive ideas, techniques and knowledge amongst delegates is encouraged in this energetic, facilitated environment.

There is a massive volume of valuable content to be covered and shared, and as such the pace is extremely fast. Delegates are provided with a comprehensive workbook and a DVD containing the entire PowerPoint™ slide deck plus video clips and several hundred support documents for later reading, as well as given free, unlimited access to the extensive Rod Jones 'Know IT' contact centre information library containing thousands of documents.

### WHO SHOULD ATTEND

- Project Leaders & Managers (New or redeveloping contact centres)
- Contact Centre Managers
- Operations Managers
- Supervisors and Team Leaders
- Quality Assurance Specialists
- Customer Experience specialists
- WFM Specialists
- Recruitment & Training Managers
- IT Managers & Technical Support
- Sales & Marketing professionals

These seminars and workshops are also available as fully customisable management knowledge and learning interventions for internal deployment on clients own premises. The seminars can be spread over several days or weeks to minimise operational impact.

Email me for more information. [rod@rodjones.co.za](mailto:rod@rodjones.co.za)

## THIS SEMINAR WILL BENEFIT THE ENTIRE ORGANISATION

Most successful organisations have recognised that in order to achieve sustainable success, it is vital that they become totally 'Customer Focused' and simultaneously, that they address and rectify the basic loss drivers.

The development of an enterprise-wide Customer Relationship Management (CRM) programme and Customer Experience Management (Cx) and a new or re-developed or optimised customer service centre, call centre or contact centre will require the endorsement and support of the highest level of executive management. The same applies to the re-development or restructuring or expanding of an existing call centre or contact centre.



### ABOUT ROD JONES



These powerful seminars have been developed and are personally presented by Rod Jones, an internationally respected contact centre expert and veteran with over 40 years of practical experience in the Direct Marketing, CRM, Customer Services and Call Centre industries. Rod has served on the boards of numerous professional bodies including

The Direct Marketing Association of SA (DMA) and the former Call Centre Networking Group (CCNG). Rod has acted on behalf of the South African national contact centre and BPO body, BPeSA as an overseeing judge in various annual Contact Centre Awards. In 2006/7 Rod chaired a BPeSA sub-committee that played a part in developing the SABS South African National Contact Centre Standards. He continues to advise the South African Bureau of Standards on matters relating to contact centre standards and also served as chairman of the Direct Marketing Association TeleServices Council. Rod was the founding Chairman and held positions on the Board of the Independent Contact Centre Consultants Association—ICCCA

An accomplished public speaker, Rod regularly presents papers, seminars and workshops and corporate training on various aspects of strategic marketing, call centres, contact centres and customer relationship management.

Only when the organisation's Strategies, Programmes (e.g. Marketing), People, Business Processes and Enabling Technologies are aligned to one another can the following Key Strategic Initiatives be achieved:

- Reduced or contained costs
- Increased Revenues or Profitability
- Increased Operational Efficiencies
- Increased Measurable Customer Satisfaction

*Delegates attending these Rod Jones seminar will learn how to apply and to share their new knowledge to the benefit of the entire organisation.*

Rod is well known for his hugely energetic and humorous presentation style.

As a widely recognised contact centre industry analyst and specialist consultant, Rod provides an extensive range of professional services concentrating on the strategic and planning issues of Customer Management, Call Centres and telephony and marketing. His clients include a number of blue-chip South African companies and parastatal bodies as well as organisations in Botswana, Kenya, Namibia, Uganda, New Zealand, Zimbabwe and the UK.

To date the Rod Jones Contact Centre MasterClass seminars have been attended by over 3,500 delegates in 13 countries.



Please visit my website for more information and also for locations and dates of forthcoming MasterClass seminars.

[www.rodjones.co.za](http://www.rodjones.co.za)

[rod@rodjones.co.za](mailto:rod@rodjones.co.za)



### READ WHAT PREVIOUS DELEGATES HAVE TO SAY

(Additional letters of reference are available on request)

"The Rod Jones Contact Centre MasterClass is a **must attend** for all serious Contact Centre professionals. Rod has the ability to translate complex Contact Centre concepts into information that is easy to understand and apply. The seminar was fun and interactive, loaded with "A-ha" moments." *Hennau Wentzel – Managing Director, Direct Channel Academy*

"Excellent seminar! if any organisation wants to deliver a world class contact centre this is a 'must attend' seminar. Rod is a very knowledgeable, powerful and informative speaker. Thumbs up Rod Jones"  
*Lillian Muli – Kenya Post Office Savings Bank.*

"Contents of seminar is excellent and covers important aspects to manage a contact centre." *Kumesh Pillai—Medscheme*

"The seminar set a new tone and passion for our contact centre. Lots of valuable information and great and easy-to-understand concepts."  
*Tebogo Toteng. Water Utilities Corporation, Botswana*

"Even if you are a seasoned Contact Centre Professional, this Master Class will give you pointers on how to up your game in your organisation. The shared knowledge and techniques is invaluable." *Naseema Moogas - Workforce Optimisation Manager. Eskom*

"I have been in a call centre environment for approximately 4 years, and the insights I received with regards to the industry in this 2 day seminar was exceptional and far more beneficial to me. A definite great result."  
*Raziya Moosa - Nedbank NCC Contact Centre*

Our Quality Assurance Manager came back from the MasterClass with new vigour and a wealth of your learnings and ideas which he successfully implemented. In a very short time we could see the results and reap the benefits from optimising the QAM's role. The impact is felt across all functions in the Contact Centre and the Agents embraced the changes - which led to improved customer service! *Estelle van Zyl Contact Centre Manager Sasol Oil*

"This is awesome stuff, well presented and it has given me a thorough understanding of what makes a successful contact centre."  
*Thabo Dipate. Water Utilities Corporation. Botswana*