



Setting-up and operating a true "World Class" Call Centre, Contact Centre or Customer Interaction Centre requires the right combination of four critical elements..

**Winning Strategies • Effective & Efficient Processes • Skilled & Dedicated People • Appropriate Technologies**

## WHAT DELEGATES WILL LEARN ABOUT

In this jam-packed, highly interactive seminar, 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.

### CUSTOMISED & INTERNAL SEMINARS

This seminar can be fully customised for exclusive, internally hosted workshops or leadership skills and knowledge development interventions.

- What is a World Class Contact Centre?
- **UPDATED** Global Trends in Customer Service and Call Centres.
- **NEW** Digital Migration Trends
- Strategies for Success
- The Customer Experience
- Customer Experience Journeys and Mapping
- Customer Loyalty
- Customer Retention / Value of
- Customer Satisfaction Index
- Net Promotor Score™
- Customer Effort Score
- Word-of-Mouth Index (WOMI™)
- Customer Relationship Management
- The impact of Social Media
- Business Process Design & Mapping
- Essential Operational KPIs
- Operational & Interaction Analytics
- Transforming Management Reporting
- Activity-Based Costing & Financial Modelling
- Organisational Structure for Contact Centres
- Basic Contact Centre Technologies
- **NEW** Advanced Digital Technologies & How to use them
- Manpower: Recruitment, Selection, Training, Motivation and Retention
- Total Quality Management
- Assessing, Auditing & Benchmarking

## ABOUT ROD JONES

This powerful seminar has been developed and is 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. 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 and the UK.

To date the Rod Jones Contact Centre MasterClass seminars have been attended by over 4,500 delegates in 13 countries.

### MORE INFORMATION

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)



## 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.

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:

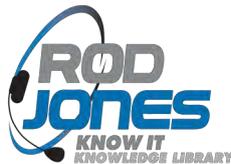
- Reduce or contain costs
- Increase Revenues or Profitability
- Increase Operational Efficiencies
- Increase Measurable Customer Satisfaction

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

### 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 'Know IT' contact centre information library.



### WHO SHOULD ATTEND

- Project Leaders & Managers (New or redeveloping contact centres)
- Contact Centre Managers
- Operations Managers
- Supervisors and Team Leaders
- Quality Assurance Specialists
- WFM Specialists
- Recruitment & Training Managers
- IT Managers & Technical Support
- Sales & Marketing professionals
- BPO Operations Managers
- Government Agencies (ICT sector development and FDI development)

### READ WHAT PREVIOUS DELEGATES HAVE TO SAY

"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*

"I found the seminar very informative which has assisted me to re-look at some of the business processes/system and to become a lot more client centric." *Charmain Naidoo - Medscheme*

"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 Moorgas - 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*

The feedback from the Team Leaders as they came back onto the floor has been phenomenal! They seem to really have taken their approach to leadership to a new level, and are enthused with energy and focus. It's really great to see them apply themselves and the broader aspects of leadership they took away from the seminar, out on the operating floor. *Marco Rihm—Divisional Head – Webhelp Cape Town*

"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*

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*

"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*

"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*

# SEMINAR BOOKING FORM

Please scan the completed form and email to [events@rodjones.co.za](mailto:events@rodjones.co.za)

Booking form Ver 32.0 at 2 June 2019

For more detailed information about the content of the seminars please visit my website at [www.rodjones.co.za](http://www.rodjones.co.za) or eMail for a detailed brochure. Booked delegates will be advised of the actual seminar venue and sent a detailed programme and venue map.

**Johannesburg • 29<sup>th</sup> and 30<sup>th</sup> July 2019**

**“World Class Contact Centres: Operational Excellence”  
R2,995 incl per delegate**

### PACKAGES and DISCOUNTS

Please tick the appropriate box/es

- 1 Delegate at R2,995 incl
- 3+ Delegates from the same organization **R2,500** incl per delegate
- Our company/Organisation is a BPeSA Member. We qualify for a 25% discount.

“I help Decision-Makers to make Good Decisions about Call Centres, Cx Contact Centres”



<b>Company Name in full:</b>		
<b>Postal Address:</b>	<b>Post Code:</b>	
<b>Telephone Number: International (    ) Area (    ) Number</b>	<b>VAT Number (SA only):</b>	

**PLEASE NOTE: To ensure accuracy of spelling on name badges, certificates and all other event and follow up documentation, please complete this form in NEAT BLOCK LETTERS**

## DELEGATE INFORMATION

Name	Surname	Special Diet/Needs* <small>Surcharge for certified Vegetarian, Kosher or Halaal meals. SQ</small>	Job Function or Designation	Cellphone Number	Email Address

## AUTHORISATION

I, the undersigned hereby authorize the above delegate/s registration. I confirm that I understand the Terms and Conditions and that I am authorised on behalf of my organization to approve this booking. **BLOCK LETTERS PLEASE**

Name:	
Designation:	
Contact Cellphone:	
eMail Address:	
Signature:	Date:

- Please send the invoice marked for my attention.

## TERMS and CONDITIONS

On receipt of this booking form we will email an invoice. Our terms are payment to be received by us within 5 business days of invoice. Late payment will accrue penalties at 15% p/a. If for any reason a delegate is unable to attend after the invoice has been issued, an alternative or substitute delegate may attend. Cancellations must be in writing. If received by us at least seven days before the event, a 50% refund or credit will be made. Cancellations made within seven days of the event will not qualify for any refund or credit.

### SPECIAL 'PROCUREMENT CONDITIONS'

Are any special 'Procurement Conditions' required e.g. registration as an Approved Vendor / Supplier? Yes  No  If YES please specify and provide complete details, forms etc.

**Please note that we provide our own detailed Vendor Information Pack which includes current Tax Clearance Certificate and BBBEE Certificate .**

## WHAT IS INCLUDED

The delegate registration fee includes refreshments on arrival and at tea and coffee breaks as well as lunch. No pork or pork products are served. We can make provision for vegetarian meals. Certified, externally sourced Vegetarian, Kosher and Halaal meals can be provided for a surcharge to be individually quoted.

The registration fee includes comprehensive seminar material. Excluded from the registration fee are all delegates' accommodation, personal expenses and transportation costs.

**Plus!** All registered delegates get FREE access to the Rod Jones Know-it Knowledge Library.

