Course Name (English)	CONTACT CENTER MANAGEMENT APPROVED
Course Code	CSM502

MQF Credit	4

Course Description	This course aims to provide students with an understanding of contact center management. The course is designed to develop the expertise required to work successfully in the contact centre industry. Contact Centre plays a very important role in maintaining good customer relationship with customers for business organizations. Issues such as locations, services, staffing and outsourcing of Call Centre will be taught in this course. The physical and technological aspects of a data warehouse will also be covered.

Transferable Skills	Independent and critical thinker Solution Provider

Teaching Methodologies	Lectures, Blended Learning, Field Trip, Discussion

CLO		
	CLO1	Discuss the important concepts and principles of contact center management
	CLO2	Present a written report related to the knowledge on the operation of a contact center and data warehousing
	CLO3	Demonstrate appropriate managerial decision making in designing a modern contact center

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to contact center management 1.1) 1.1 An overview of the contact center 1.2) 1.2 Understanding contact center
2. Business models & drivers of contact center 2.1) 2.1 Understand contact center business model 2.2) 2.2 Business goals and objectives 2.3) 2.3 Performance drivers
3. Functions and Organization of Contact Centre 3.1) 3.1 Measuring business goals 3.2) 3.2 Fundamental concepts 3.3) 3.3 Analyze business goals
4. Characters in contact center 4.1) 4.1 Organizational chart 4.2) 4.2 Roles and responsibilities
5. Staffing, Training, and Retention 5.1) 5.1 Hiring and training 5.2) 5.2 Feedback and support 5.3) 5.3 Managing agent performance
6. Contact Centre Services 6.1) 6.1 Inbound 6.2) 6.2 Outbound 6.3) 6.3 Telemarketing 6.4) 6.4 Outsourcing
7. Facilities and design of a contact center 7.1) 7.1 Contact center servicescape 7.2) 7.2 Disaster recovery plan

8. Contact Centre Technologies and Data Warehousing
8.1) 8.1 Introduction to contact center technology
8.2) 8.1.1 Basic contact center technology
8.3) 8.1.2 Improvement with the technology
8.4) 8.1.3 How to recommend technology
8.5) 8.2 Data Warehousing
8.6) 8.2.1The need for data warehousing
8.7) 8.2.2 Data Warehousing: The Building Blocks
8.8) 8.2.3 Managing the Data Warehouse
8.9) 8.2.4 Trends in Data Warehouse
8.10) 8.3 Data Mining Basics
8.11) 8.3.1 Data Mining Definition
8.12) 8.3.2 Data Mining Techniques
8.13) 8.3.3 Data Mining Applications

9. Contact Center Options
9.1) 9.1 Improve agent job satisfaction
9.2) 9.2 Questions every manager should answer
9.3) 9.3 Improving contact center costs and increase efficiency
9.4) 9.4 Trends in Contact center

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group Assignment 1 (Case Study) - written report related to the knowledge on the operation of a contact center and data warehousing	30%	CLO2
	Assignment	Group Assignment 2 (Design a Contact Center) - Demonstrate appropriate methodology in gathering and analyzing information for decision-making and how to design all aspects of a modern contact center	30%	CLO3

Reading List	Recommended Text	• Calvert, N. 2016, *Gower Handbook of Call and Contact Centre Managemen*, Rougtledge New York
	Reference Book Resources	• Bergevin, R. 2010, *Call Centers for Dummies*, John Wiley & Sons, Inc. Canada
		• Paulraj Ponniah 2010, *Data Warehousing Fundamentals for IT Professionals*, Wiley [ISBN: 0470462078]
		• Brad Cleveland 2012, *Call Center Management on Fast Forward*, ICMI Press (International Customer Management Institute) [ISBN: 0985461101]
		• Thomas M. Connolly,Carolyn E. Begg 2010, *Database Systems*, Prentice Hall [ISBN: 0321523067]
		• Gordon S. Linoff,Michael J. A. Berry 2011, *Data Mining Techniques*, John Wiley & Sons [ISBN: 9780470650936]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	