Workforce Management for Contact Centers Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive business environment, efficient workforce management (WFM) is critical for contact centers striving to achieve superior customer experience (CX), operational efficiency, and cost optimization. Effective WFM ensures that the right number of agents with the right skills are scheduled at the right time, minimizing service level breaches, reducing agent burnout, and driving business profitability. With evolving customer expectations, omnichannel interactions, and real-time analytics, modern contact centers must adopt data-driven scheduling, forecasting, and performance management strategies to remain competitive.

Workforce Management for Contact Centers Training Course equips participants with practical knowledge, advanced tools, and actionable strategies to optimize staffing, improve agent productivity, and deliver consistent customer satisfaction. Participants will explore real-world case studies, hands-on exercises, and industry best practices, enabling them to forecast demand accurately, implement intraday management techniques, and leverage WFM software effectively. By the end of this program, learners will be able to transform their contact center operations into high-performance, metrics-driven environments

Programme Curriculum

Workforce Management for Contact Centers Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master workforce planning and forecasting techniques for contact centers.
2. Apply real-time monitoring to optimize agent performance.
3. Develop strategic scheduling to minimize under- and over-staffing.
4. Utilize multichannel forecasting for voice, chat, and social media.
5. Implement intraday management strategies to manage service levels.
6. Leverage analytics and KPIs to drive continuous improvement.
7. Reduce operational costs while maintaining customer satisfaction.
8. Optimize agent utilization and workforce productivity.
9. Integrate WFM software solutions effectively into daily operations.
10. Enhance employee engagement and reduce attrition through smart scheduling.
11. Manage seasonal and campaign-driven demand efficiently.
12. Align WFM strategies with business objectives and KPIs.
13. Analyze case studies from leading global contact centers to implement best practices.

Target Audience

1. Contact Center Managers
2. Workforce Management Analysts
3. Operations Managers
4. Team Leaders / Supervisors
5. HR Professionals in contact centers
6. Customer Experience (CX) Managers
7. IT Professionals implementing WFM tools
8. Business Analysts in service operations

Course Modules

Module 1: Introduction to Workforce Management

- Overview of WFM in modern contact centers
- Key terminologies and metrics
- Role of WFM in business strategy
- Impact of poor WFM on CX and costs
- Case Study: How a global telecom reduced service level breaches by 20%

Module 2: Forecasting Techniques

- Historical data analysis for call volume forecasting
- Predicting multichannel demand (voice, chat, email, social)
- Seasonal trend analysis and campaign planning
- Introduction to predictive analytics
- Case Study: Retail contact center optimized seasonal staffing during Black Friday

Module 3: Scheduling & Shift Management

- Principles of efficient scheduling
- Balancing agent preferences and operational needs
- Fixed vs flexible shifts
- Rotational and split shift design
- Case Study: Financial services contact center increased productivity with optimized shifts

Module 4: Intraday Management

- Real-time monitoring and adjustments
- Handling unexpected call spikes
- Reallocating resources dynamically
- Maintaining SLA during intraday disruptions
- Case Study: Airline contact center managed flight delays through intraday management

Module 5: Performance Monitoring & KPIs

- Key metrics: AHT, FCR, service level, occupancy
- Tracking agent and team performance
- Using dashboards for actionable insights
- Reporting frequency and escalation protocols
- Case Study: Healthcare call center improved FCR by 15% using KPI dashboards

Module 6: WFM Tools & Software

- Overview of top WFM platforms
- Scheduling and forecasting modules
- Reporting and analytics features
- Integration with CRM systems
- Case Study: Insurance company reduced manual scheduling errors by 40%

Module 7: Employee Engagement & Retention

- Impact of WFM on agent satisfaction
- Flexible schedules and time-off management
- Incentive programs for performance
- Reducing attrition through transparent scheduling
- Case Study: E-commerce contact center improved retention by 25%

Module 8: Strategic WFM & Continuous Improvement

- Aligning WFM with organizational KPIs
- Process optimization using analytics

- Continuous learning and feedback loops
- Benchmarking against industry standards
- Case Study: Telecom contact center reduced operational costs by 18% through WFM strategy

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com