

**Breakthrough Performance**  
Further, faster, together



# Learning & Development

2016 National Planning Conference

29<sup>th</sup> November, Nottingham

# Welcome

Stand up and meet someone you haven't yet met ...

- Introduce yourselves briefly
- What made you decide to come to this session?
- What's was your Challenge for 2016?

This session is being videoed, but not conversations in groups. If asking a question, please introduce yourself with name, job title and organisation.

**Breakthrough Performance**  
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# Learning & Development

Opportunity with The Forum & Ulster  
University

# BSc(Hons) Customer Contact Management

Delivered in partnership with Ulster Business School

# Agenda

Course Structure

Qualifications for Contact Centre Professionals

Accredited pathways for front line staff

Flexible Learning pathways

# Course Structure

High Level Overview of the full programme

# Learning & Development



**-Leigh McIlwaine-**



# Course Structure

Module 1	Certificate Customer Contact Management	Module 1	Advanced Certificate	Module 1	BSc(Hons) Customer Contact Management
Module 2		Module 2		Module 2	
Module 3		Module 3		Module 3	
Module 4	Certificate Higher Education Customer Contact Management	Module 4	Advanced Diploma (with Specialism)	Module 4	
Module 5		Module 5		Module 5	
Module 6		Module 6		Module 6	

Each year requires 6 modules, but a qualification possible with as little as 3 modules.



# Intended Audience

Module 1	Certificate Customer Contact Management	Module 1	Advanced Certificate	Module 1	BSc(Hons) Customer Contact Management
Module 2		Module 2		Module 2	
Module 3		Module 3		Module 3	
Module 4	Certificate Higher Education Customer Contact Management	Module 4	Advanced Diploma (with Specialism)	Module 4	
Module 5		Module 5		Module 5	
Module 6		Module 6		Module 6	

**New Starts**

**New Analysts  
Team Leaders**

**Existing Agents  
New/Aspiring Team Leads**

**Experienced Analysts  
& Team Leaders**

**Heads of, or those  
aspiring to be  
in a Senior Role**

Advanced Entry is possible depending on prior experience.  
MSc Executive Leadership is an option for Senior staff

# Level 5

Core Skills for your role

# Level 5

## Two Awards

- Advanced Certificate and Advanced Diploma
- Key skills to do your role
- Targeted at Analysts and Team Leaders and above

# Advanced Certificate

Module 1	Introduction to your role
Module 2	Customer Contact Organisations
Module 3	Innovation & Change Project

- 3 modules over 6 months
- Often taught as one programme with the modules covering all the learning.
- Available for
  - Resource Planning
  - Data, Analytics & Insight
  - Quality & Customer Experience
  - Operations

# Advanced Certificate

Module 1	Introduction to your role
Module 2	Customer Contact Organisations
Module 3	Innovation & Change Project

## Entry Requirements

- 6 months+ in Industry\*
- Hired into relevant role
- Completion of Level 4 not required

\* Exceptions can be made on case by case basis, but some knowledge of industry normally expected

# Advanced Certificate

Module 1	Introduction to your role
Module 2	Customer Contact Organisations
Module 3	Innovation & Change Project

## Typical Structure

- 2 day Workshop
- 7 group tutorials over 5 months
- Additional Online material
- Business Report Assignment per module
- Presentation (8 mins) at end

# Advanced Diploma

Module 1	Core for Specialism
Module 2	Core for Specialism
Module 3	Free Choice

- 3 modules over 6 months
- One module often has a 2 day intensive workshop - others are online
- Other modules delivered online
- Available for
  - Resource Planning
  - Data, Analytics & Insight
  - Quality & Customer Experience
  - Operations
  - Or as generic pathway without specialism



# Advanced Diploma

Module 1	Core for Specialism
Module 2	Core for Specialism
Module 3	Free Choice

## Entry Requirements

- 12 months+ in relevant role\*
- Completion of Advanced Certificate or adequate experience to apply for exemptions based on competency statements

\* Exceptions can be made on case by case basis, but some knowledge of industry normally expected

# Advanced Diploma

Module 1	Core for Specialism
Module 2	Core for Specialism
Module 3	Free Choice

## Typical Structure

- 2 day Workshop for one module
- Other modules totally online
- 3 group tutorials per module
- Business Report Assignment per module

# Wide Range of Modules for all Disciplines

Introduction to Planning	P			
Effective Operations	P	O	I	O
Innovation & Change Project	P	O	I	O
Customer Contact Analysis	P		I	O
Advanced Analysis Techniques			I	
Advanced Planning Techniques	P			
Communications	P	O	I	O
The Customer Experience Economy		O		O
Insight & Methodology		O	I	
Customer Experience Design		O		O

Aligning the Organisation		O		O
Measure & Sustain Cust Experience		O		O
Key Account Relationships				O
Operational Levers	P	O	I	O
Managing & Developing People				O
Knowledge Management		O	I	O
Operations & Quality Systems	P	O	I	O
Customer Contact Technology	P	O	I	O
Business Coaching & Mentoring		O		O
Leading High Performance Teams		O		O

# Level 6

## Developing Strategic Thinking

# Level 6 BSc Honours year

## Strategic Thinking

- Understanding how our roles fit into wider company strategy
- Learning key skills to be leaders of tomorrow
- Expanding knowledge beyond the core skills needed for role today

# BSc Honours Year

Module 1	Assessing & Planning the Future
Module 2	Leadership & Building Teams
Module 3	Financial Controls & Reporting
Module 4	Managing in Practice
Module 5	Introduction Global Industry
Module 6	Research Methods
Module 7	Dissertation

- 7 modules over 12 - 15 months
- Evolve thinking beyond the role today
- Culminates in Dissertation looking at a project / issue / concept in the Customer Contact world

# BSc Honours Year

Module 1	Assessing & Planning the Future
Module 2	Leadership & Building Teams
Module 3	Financial Controls & Reporting
Module 4	Managing in Practice
Module 5	Introduction Global Industry
Module 6	Research Methods
Module 7	Dissertation

## Entry Requirements

- 18 months+ in industry
- Completion of Advanced Diploma or adequate experience to apply for exemptions based on competency statements
- Competency Based exemptions for Level 4



# BSc Honours Year

Module 1	Assessing & Planning the Future
Module 2	Leadership & Building Teams
Module 3	Financial Controls & Reporting
Module 4	Managing in Practice
Module 5	Introduction Global Industry
Module 6	Research Methods
Module 7	Dissertation

## Typical Structure

- 2 day Workshop induction which includes intro to first 2 modules
- 2 additional single day workshops
- 3 group tutorials per module
- Business Report Assignment per module

# Level 4

Equipping Front-line Staff

# Level 4 – Enhance front-line capabilities

Recognise the level of the training you do today

Offer something of value to your staff

# Induction

Module 1	Me, My team and My Role
Module 2	Introduction to Customers
Module 3	Knowledge, Systems & Processes

University Accreditation for what you already teach your new-starts

Process:

- Align your learning objectives with those in BSc framework
- Have your trainers recognised as University Teachers
- Supplement any agreed gaps
- Get feedback from agents via assignments

# Ongoing Development

<i>Choose any three modules</i>	Designing Customer Exp.
	Stakeholders & Markets
	Managing Effectively
	Me and My Development
	Industry Investigation Project
	Advisor Skills 1
	Advisor Skills 2

Align ongoing development

Choose modules to suit individuals  
and their career path

Talent Spotting

Slow down attrition

# Ongoing Development

<i>Choose any three modules</i>	Designing Customer Exp.
	Stakeholders & Markets
	Managing Effectively
	Me and My Development
	Industry Investigation Project
	Advisor Skills 1
	Advisor Skills 2

Advisor Skills – each module chooses 3 or 4 from list below

Advisor Skills Options	
<b>Essential Agent Skills</b>	Sales & Marketing Skills
<b>Customer Relationship Skills</b>	Customer Experience Skills
<b>Advanced Interaction Skills</b>	Written Interaction Skills
<b>Specialised Skills</b>	Physical Interaction Skills

# Funding Option – Apprenticeship Levy

As of April 1<sup>st</sup>, every company with salary bill over £3,000,000 will pay a levy of 0.5% of salary

Use it or Lose it.

Ulster University, The Forum & CCMA co-ordinating a consortium of employers to request these programmes eligible for Higher / Degree Apprenticeships.

Companies can then draw down funding from the levy for all levels of the BSc programme

Speak to our team if interested in more info



# Flexible Learning

Design your own programme

# Flexible Learning



## New for 2017

- Ability to accredit other learning interventions
  - Challenge
  - Site Visits
  - Conferences
  - Seminars
  - Webinars
  - Self Research, etc...

# Flexible Learning



## Gold Upgrades

- Indicates the possibility to enhance learning instance
  - Get University Credit Points
  - Work towards Qualification over period of time
  - Design your own learning
- Speak to Forum team for more information

# Questions

# What's up Next

The next session is

- **09:30 Conference Opening Keynote**



The Professional  
Planning Forum