

# BSc (Hons) in Customer Contact Planning & Management

Do you want to build on the Advanced Diploma with this final year programme?

- Want a degree qualification that is becoming the new industry benchmark?
- Looking for strategic stretch and challenge for your career development?
- Open to learn about other business functions and stretch your thinking?
- Want to blend the best of both academic and business worlds?
- Could you benefit from research experience and extended report writing skills?

## BSc programme

### Two day Introductory workshops

- Introduction to upcoming modules
- Discuss ideas for dissertations

### Virtual Learning Environment

- Access online learning resources
- Group webinars to share learning
- Virtual discussion & networking
- Guided research & mentoring
- Workshops at Forum events

### Varied & Stimulating Content

- Assessing and Planning the Future
- Leadership & Building Teams
- Financial Controls & Reporting
- Customer Service Quality
- Introduction to the Global Industry
- Dissertation and research methods
- Events & Seminars
- Complemented by Forum calendar

### Industry focussed assignments

- Analysis & evaluation
- Regular business reports
- Highlight learning & achievement
- Presentation at Forum Event
- Work based research projects

### Assessing and Planning the Future

Strategic analysis of organisation, strategy development and its application. Role of corporate and marketing strategy. Strategic perspectives and skills.

### Leadership & Building Teams

People management structures and performance improvement programmes. Identify and analyse the skills base and the use of motivation.

### Financial Controls & Reporting

Evaluate and appraise organisational performance, using financial information systems, taking account of policies and legal requirements. Understand planning, decision-making and control. Monitor and control resource usage.

### Customer Service Quality

Learn how to develop a customer quality framework, engaging key stakeholders across the enterprise. Understand how customer influence varies, its impact on revenue and how it can spread through the whole organisation.

### Introduction to the Global Industry

- Revenue potential in emerging & established markets
- Strategic identification & exploitation of opportunities
- Global market opportunities and growth sectors
- Effective sales strategies

### Research and Dissertation

Develop understanding of research methods. Apply, synthesise & evaluate theories and frameworks. Identify research aims, develop a research proposal and write the dissertation.

## Undergraduate Qualifications for Data, Analytics & Insight

### Level 5 – Specialist Analysis Skills

- Advanced Certificate in Customer Contact Planning & Management
- Advanced Diploma in Customer Contact Planning & Management

### Level 6 – Strategic Leadership Skills

- BSc (Honours) Customer Contact Planning & Management

# University qualifications & effective development for insight professionals

In partnership with the Ulster Business School, our world-class learning and development programmes give access to undergraduate qualifications that combine the best of both academic and business worlds. These have become a benchmark of excellence, available globally and across all industry sectors, and now offer specialist development for data, analytics & insight professionals.

*"This is the first globally awarded University accreditation, designed in conjunction with the industry, to recognise the growth, professionalism and importance of customer contact."*

**Tim Moruzzi,**  
Course Director,  
Ulster University

*"Thank you... [the course] was really eye opening and will be a massive benefit to me and my team moving forward."*

**Gavin Symons,**  
GI S&S Resource Planning Analyst  
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**Why do it on your own? Use our established development programmes to build your planning capability and develop your team of professionals.**

- Tim Moruzzi, Course Director, Ulster Business School, Ulster University
- John Casey, Programme Director, The Forum

Call the team now to reserve your place and find out more.



Data, Analytics  
& Insight Forum

Qualifications  
Learning &  
Development



**Contact us**

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<http://ppf.bz/ppfUniversity>

# Essential Skills & Knowledge

## The Advanced Certificate Qualification

Who is this for?

- Excited by a university qualification that recognises your specialist skills?
- Looking for a comprehensive introduction to analysis & problem solving?
- New to a role in analysis or insight? Want an expert analyst driving your analytics?
- Looking to add more value? Ensure you have no critical knowledge or skill gaps?
- Build skills in a wider team, to avoid gaps when current experts move on

### Advanced Certificate

#### Two day Introductory Course

- Essential Knowledge
- Practical Skills

#### Virtual Learning Environment

- Work-based projects & reviews
- Tutorials, mentoring & support
- Access online learning resources
- Virtual discussion & networking

#### Visits & benchmarking

- See how other organisations work
- Bring back new ideas

#### Assignments & Presentation

- Regular short reports
- End of course on-line presentation
- Highlight learning & achievement
- Share learning with other students

#### A solid foundation for effective analysis

For any analysts utilising data sources to provide business insights, from speech analytics, operational or performance data to voice of the customer. Blending best practice, practical research and academic rigour, this is the start point of a career and introduces all the key elements for effective insight through three University modules:-

- Introduction to Analysis & Problem Solving\*
- Effective Customer Contact Operations
- Innovation & Change Project

#### Significant Business Benefits

Students benefit from mentoring and support to make practical suggestions and improvements during the 6-month development programme. Managers often comment on the value of these new ideas and approaches.

- Save time & frustration by focussing your analysis
- Use the Analytics framework to shape outcomes
- Harness the power of metadata to strengthen value
- Build a professional network to share best practice
- Gain confidence in communicating with stakeholders
- Explore successful case studies & blue prints
- Learn what drives successful analytics applications

#### Virtual Learning

Primarily using online resources, with regular telephone tutorials or web meetings, material is distributed on a weekly basis. Students will be directed to recommended reading, videos or other resources and encouraged to participate in the Forum's regular best practice activities.

### At what level should I start? Do you take account of my experience?

- The two programmes on this page are the equivalent of the second year (Level 5) in a conventional three-year degree.
- All students complete a detailed assessment of prior education and experience before starting. Depending on this, credits can enable experienced students to start at the Advanced Specialist level; others usually start with the Essential Skills Programme.
- We can offer advice about the typical level of experience required for direct entry into the Advanced Diploma. Normally, students do not progress directly into the BSc year (Level 6) without some prior modules within this programme. In certain cases, introductory modules may be required to assist students with their entry into academic and vocational learning.

\*Module currently called Introduction to Planning with customised content meeting compatible learning objectives for this community.

# Advanced Specialist Development

## The Advanced Diploma Qualification

Who is this for?

- Want to broaden & develop your specialist skills to an advanced level?
- Excited by a qualification that supports your continuing professional development?
- Need new skills & knowledge to innovate & develop in your role?
- Looking for new approaches? Want to improve your business report-writing skills?
- Deepen specialist skills, to avoid gaps when current experts move on

### Advanced Diploma

#### Advanced Problem Solving and Decision Theory\*

- Initial two-day workshop
- Focus learning objectives

#### Virtual Learning Environment

- Access online learning resources
- Group webinars to share learning
- Virtual discussion & networking
- Guided research & mentoring

#### Varied & Stimulating Content

- Customer Contact Analysis
- Customer Contact Technology
- Operations & Quality Systems
- Events and Seminars

#### Work-based assignments

- Evaluating new approaches
- Regular business reports
- Varied presentation styles
- Highlight learning & achievement

#### Practical and Challenging

This 6-month programme equips students to evaluate new approaches and challenge appropriately, with the four modules extending their specialist skills and knowledge. Mentoring supports students in applying ideas in their workplace, with emphasis on group activity, shared learning and communication in business. Foundation Analysis skills are a pre-requisite, gained through the Essential Skills Programme or by prior learning & experience.

#### Advanced Problem Solving and Decision Theory\*

- Create a toolkit of problem solving approaches
- Critically analyse the most appropriate system to adapt for each problem
- Explore non-numeric operational research techniques
- Communication of identification, analysis and recommendations for issues and approach utilised

#### Customer Contact Analysis

Understand the importance of an analyst's role in the most measured industry in existence.

- Best practice in data storage and access
- Toolkit of meaningful analysis methods
- Integrate and understand external data sources

#### Customer Contact Technology

Introduction to the technology available, exploring the uses, issues and challenges of a specific technology and the benefits of integration. Explore the rationale, benefits and business cases.

#### Operations and Quality Systems

Focus on what an organisation needs to deliver customer satisfaction. Learn about effective improvement activities and the context in which they may be used.

### The BSc in Customer Contact Planning & Management

- The full BSc currently contains a total of 20 modules, which can be taken over 3 years.
- Students often find a complete degree is possible in 2 years, due to prior learning or experience.
- Many planning professionals will want to combine all three programmes in this flier to gain the full BSc (Honours). For others, the two qualifications on this page can be taken as programmes in their own right, to close a skills gap, for example, for the individual or the business.

\*This proposed module not available until validated by University. It is under development to be launched Autumn 2015.