

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 expand 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 Workshop

- 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 & 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 Qualification for Planning Professionals

Level 5 – Specialist Planning 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 planning professionals

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



The Professional
Planning Forum

Qualifications
Learning &
Development



"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

"Most organisations realise that investment in planning teams will deliver benefits that outweigh the cost of these teams, several times over."

Steve Borg,
Head of Planning,
The AA

"As my knowledge and learning developed, this has opened up so many opportunities."

Su-Ann Pauline,
Resource & Planning Manager,
Aegon Scottish Equitable



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.

Contact us

0333 123 5960
advice@theforum.social
<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 understanding of planning fundamentals?
- Need a solid foundation for a new role with planning responsibilities?
- Want to ensure your planning has no critical knowledge or skill gaps?
- Build skills in a wider team, to avoid gaps when current experts move on

Advanced Certificate

Three 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 planning

This is the start point for a planning career; the programme also provides essential skills for operational managers and team leaders with accountability for planning.

Blending best practice, practical research and academic rigour, the programme introduces all the key elements of effective planning through three University modules:-

- Introduction to Planning
- Effective Customer Contact Operations
- Innovation & Change Project

Significant Business Benefits

Commencing with a three day course, students benefit from mentoring and support to make practical suggestions and improvements during the 5-month development programme.

Managers comment on the value of new ideas and approaches which students are able to bring into their operation, despite being new to role in many cases.

The programme includes work-related benchmarking and process reviews as well as the change project. Written assessments, in the style of business reports, also help students develop key skills.

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.

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 Planning Techniques

- 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 planning skills are a pre-requisite, gained through the Foundation Programme or by prior learning & experience.

Advanced Planning Techniques

- Adapt customer contact resourcing skills
- Gain understanding of workload/customer demand
- Review applicable legislation
- Development of resourcing models
- Communication of new staffing models and principles
- Compare and contrast alternative planning principles

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.