

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 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 Qualification for Customer Contact Professionals

Level 5 – Specialist Management 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 managers and team leaders

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 customer contact professionals, available globally and across all industry sectors.

The **Forum**
Raising Standards in
Customer Operations

call centre
management
association

Ulster
University

"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

"It will help us make key changes... gives us more confidence & knowledge to make informed decisions"

James Oakes,
Operational Support
Business Manager,
RAC



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
- Ann-Marie Stagg, Chair, CCMA
- John Casey, Programme Director, TheForum

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 management skills?
- Looking for a comprehensive understanding of customer contact operations?
- Need a solid foundation for operational knowledge and skills?
- Want to ensure you have no critical knowledge or skill gaps?
- Build skills in a wider team, to avoid gaps when current managers move on

Advanced Certificate

3 x 1-day Introductory Courses

- Essential Knowledge
- Practical Skills

Virtual Learning Environment

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

Varied & Stimulating Content

- Managing and Developing People
- Customer Contact Technology
- Operations & Quality Systems

Assignments & Presentation

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

A foundation for managing people operations

This programme provides managers and team leaders with the foundation of operational knowledge and skills for managing people in a customer contact workplace.

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

In a dynamic, fast changing environment, even the most innocuous of actions can have an implication on the service to customers. Conversely, cost pressure in modern day business, means that any overstaffing must be avoided. This module is designed to highlight the effect operational and/or planning related decisions has on the customer contact centre and its customers.

Operational Levers

This module aims to help students consistently meet or exceed business objectives, by fully understanding the business levers. Course content will enable students to evaluate a range of current management issues in the customer contact environment and to make recommendations for enhanced business performance.

Knowledge Management Systems

Knowledge management is a discipline that promotes an integrated approach to identifying, capturing, evaluating, retrieving and sharing all of an enterprise's information assets. These assets may include databases, documents, policies, procedures and previously un-captured expertise and experience in individual workers. The overall aim of the module is to understand what derives the most value – intellectual and/or physical assets.

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 people management 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 your management skills, to avoid gaps when current experts move on

Advanced Diploma

2 x 1-day Introductory Courses

- Key elements of managing people
- Operations performance

Virtual Learning Environment

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

Varied & Stimulating Content

- Managing and Developing People
- 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.

Managing and Developing People

- Support effective decision-making
- Promote enduring attitudinal and behavioural change
- Review employment law and its impact in the centre
- Motivation and management techniques

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.