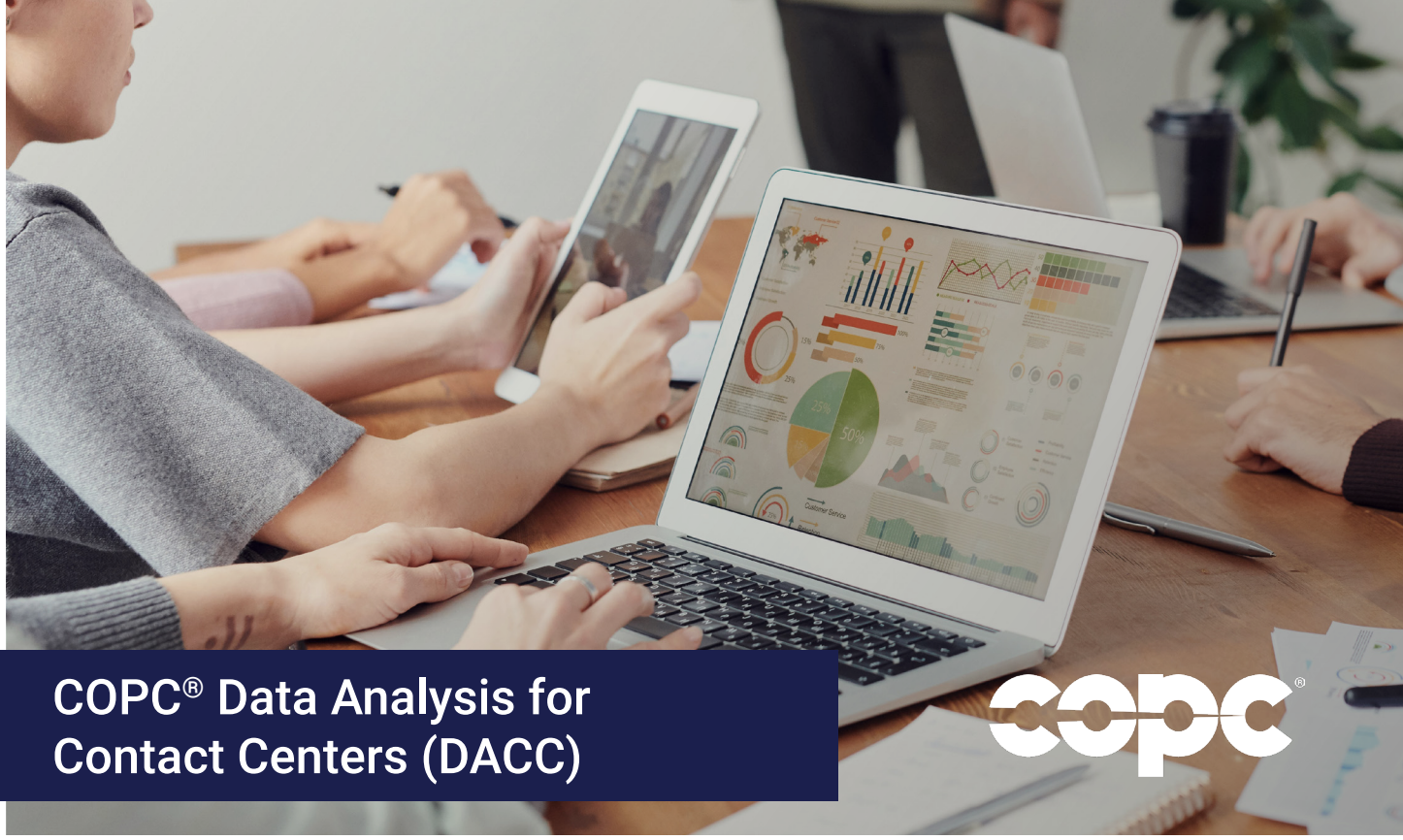

COPC® Data Analysis for Contact Centers (DACC)

Unlock the Power of Data

Data-driven organizations turn data into information, and information into insights — insights that help them make better decisions. The Customer Experience (CX) industry has access to virtually limitless amounts of data. However, CX leaders face the difficult task of distinguishing valuable insights from all the background noise. The **COPC® Data Analysis for Contact Centers** course covers fundamental skills that help to tune out the noise and focus on the factors that add true value to your business and customers.

Our course will teach you techniques used by some of the world's most successful companies to analyze their contact centers and improve the customer experience. This hands-on workshop is designed to equip managers, team leaders, and quality and workforce management staff with new skills in practical data analytics that can be immediately applied within your CX operations.

What you will learn:

- How to identify performance vs. integrity outliers
- How to measure the strength of the correlation between variables
- How to measure center-wide efficiency
- How to quantify variation and use data to manage outliers
- How to use data to determine performance trends
- What targets should be used
- How to use data to set targets

Benefits of DACC Training:

- Better decision-making using an evidence-based approach
- Confidence in both presenting and interpreting data
- Ability to determine strength of relationship between variables
- Ability to use data to measure and manage operation variation

"Brilliant - just what I required to help me understand what I should be reviewing for the vast amount of data I have access to."

— Attendee feedback

Learn more at **copc.com**

COPC® Data Analysis for Contact Centers

Attendee Feedback:

★★★★★

4.6 out of 5

98% Top Two Box

*"**Focused on real data** with example information. Having learners bring their own data along was **very powerful**."*
Global Facilities Management Organization

*"**Very strong real world applications**. Alex provided fantastic hypotheticals but also tailored answers to our individual environments."*
State (QLD) Government Department

*"Very **well presented and articulated**. Very helpful in explaining how best to use and then present data."*
International Equipment Rental Organization

*"Enjoyable combination of **practical and theory-based** exercises."*
State (VIC) Government Department

*"Everything was **explained very well and easy to follow**, as well as being given strategic thoughts about how to use the same processes for a variety of different outcomes."*
Australian Insurance Organization

Ideal for all leaders that rely on data, including:

- Contact Center Managers
- CX Managers
- Operations Managers
- Team Leaders
- Quality Managers
- Workforce Managers
- Business Analysts
- Training Managers
- HR Managers
- Content Managers

Logistics

- Live Virtual: 2x half days
- In Person: 1x full day
- Required: Computer with Microsoft Excel installed, a microphone and webcam
- Optional: Operational data for in-class exercises

Become a Certified Professional Manager

copc DATA ANALYSIS FOR CONTACT CENTERS CERTIFIED PROFESSIONAL MANAGER

To earn the designation "Certified Professional Manager", participants must successfully complete the COPC® Data Analysis for Contact Centers training and pass the final exam.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations for the delivery of a superior service journey. COPC Inc. is headquartered in Winter Park, FL, U.S. and with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at **copc.com**

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