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COURSE BROCHURE

Contact Centre Workforce Management Training Course

15 – 19 November 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Contact Centre Workforce Management Training Course

Ref: 1047_39507 **Date:** 15 – 19 November 2027 **Location:** Casablanca **Fees:** 4900 GBP

Contact Centre Workforce Management is a 1-week training course for contact centre team leaders and planning managers who build a Service Level Staffing Plan for their queues. Customer demand now arrives across voice, chat, email and messaging at once, so the gap between forecast and reality decides both cost and customer experience. Jupiter Prime Training runs this course for leaders who own rosters, intraday control and agent performance.

Why Contact Centre Workforce Management Matters Now

Three forces shape contact centre planning today: customers who switch channels mid-journey, agents who expect flexible shifts and fair rosters, and finance leaders who question every hour of paid capacity. A centre that forecasts well answers on time without overstaffing quiet intervals; one that forecasts badly swings between abandoned calls and idle agents. The course rests on the Erlang C queueing model for voice staffing, workload-based calculation for deferred channels such as email, and the Plan-Do-Check-Act PDCA cycle for refining forecasts week after week.

Who Gains Most from Contact Centre Workforce Management

- Team leaders responsible for daily adherence, breaks and coaching time on the floor
- Resource planners who prepare interval forecasts and weekly rosters
- Real-time analysts who rebalance queues and skills during the day
- Quality leads who protect monitoring and feedback time within schedules
- Operations managers accountable for service level targets and staffing budgets

The strongest gains come when a planner, a real-time analyst and two team leaders from one centre attend together and agree shared schedule rules.

Contact Centre Workforce Management Capabilities

Participants move from reading queue reports to setting the staffing numbers behind them.

- Build interval forecasts from historical contact volumes and seasonality — staffing requests to finance
- Calculate required agents with Erlang C and workload methods — service level target setting
- Design shift patterns that match demand curves and agent preferences — roster fairness and retention
- Apply intraday reforecasting and skill reallocation — real-time queue decisions
- Assess quality monitoring and coaching time within shrinkage — agent development planning
- Communicate staffing trade-offs with clear scenarios — senior operations leaders

Key Contact Centre Workforce Management Terms

- Service level — the share of contacts answered within a set threshold time, used as the main speed target for live channels.
- Average handle time AHT — talk, hold and after-contact work time averaged per contact, a core input to staffing calculations.
- Shrinkage — paid agent time unavailable for contacts, such as breaks, training, coaching, meetings and absence.
- Occupancy — the share of logged-in time agents spend handling contacts rather than waiting for the next one.
- Schedule adherence — how closely agents follow their planned activities and timings across a shift.
- Erlang C — a queueing formula estimating agents needed to answer random arrivals within a target waiting time.

Contact Centre Workforce Management Day by Day

Day 1: Demand Drivers and Planning Cycle

- Contact Volume Patterns by Interval — Where Demand Peaks Shape Staffing
- Channel Mix and Deferred Work Queues — Which Channels Need Live Agents
- Service Level and Speed of Answer Targets — Balancing Cost and Customer Wait
- Planning Cycle From Long Term to Intraday — Who Owns Each Horizon
- PDCA Loop for Forecast Accuracy — How Planning Improves Each Week

Day 2: Forecasting Contacts and Handle Time

- Time Series and Seasonal Indices — Projecting Weekly and Daily Volumes
- Event and Campaign Overlays — Adjusting Forecasts for Known Spikes
- Handle Time Trend Analysis — Separating Complexity From Agent Skill Gaps
- Forecast Error Measures Such as MAPE — Judging Forecast Quality Fairly
- Shrinkage Categories and Tracking — Turning Raw Need Into Rostered Hours

Day 3: Staffing Models and Schedule Design

- Erlang C Staffing Calculation — Agents Required per Interval for Target
- Workload Method for Email and Back Office — Staffing Non-Live Channels
- Shift Pattern and Break Placement — Fitting Rosters to Demand Curves
- Skills-Based and Omnichannel Routing Rules — Sharing Agents Across Queues
- Flexible Shifts and Shift Swaps — Retaining Agents While Covering Peaks

Day 4: Intraday Control and Agent Performance

- Real-Time Adherence Monitoring — When to Move Breaks or Activities
- Intraday Reforecast and Escalation Triggers — Responding to Queue Spikes
- Quality Monitoring Scorecards — Linking Call Evaluation to Coaching Slots
- Occupancy Limits and Agent Wellbeing — Avoiding Burnout From Overloading
- Customer Experience Measures Such as CSAT — Testing Staffing Against Outcomes

Day 5: Practising the Service Level Staffing Plan

- Forecast Build for a Retail Queue — Applying Seasonal and Event Methods
- Staffing Scenario for a Healthcare Helpline — Testing Targets and Shrinkage
- Roster Draft With Coaching Time — Combining Shifts, Breaks and Quality
- Budget Trade-Off Briefing — Presenting Options to Operations Leaders
- Service Level Staffing Plan Completion — Agreeing the Next Planning Cycle

Applying Contact Centre Workforce Management After the Course

- Rebuild one queue's interval forecast with seasonal indices and compare its error against the current method over four weeks.
- Audit shrinkage categories with team leaders and reserve protected coaching time in the next roster.

Contact Centre Workforce Management Questions FAQ

What is contact centre workforce management and why does it matter now?

Contact centre workforce management is the forecasting, staffing and scheduling of agents to meet service targets. It matters now because customers use more channels, agents expect flexible rosters and every paid hour is scrutinised.

Which roles gain most from contact centre workforce management skills?

Team leaders, resource planners, real-time analysts, quality leads and operations managers gain most. Shared methods let them agree targets, shrinkage and intraday actions.

How does contact centre workforce management differ from general customer service leadership?

Contact centre workforce management focuses on the numbers behind staffing: forecasts, Erlang calculations, rosters and intraday control. General customer service leadership centres on behaviours, service culture and complaint handling, with far less attention to interval planning.

What do you bring back from contact centre workforce management training?

You bring back a Service Level Staffing Plan for a real queue, with a forecast, required agents, a draft roster and the trade-offs explained.

Contact Centre Workforce Management: The Way Forward

The Service Level Staffing Plan first informs how many agents to roster per interval for the coming month. Planners maintain it, team leaders use it to protect coaching and breaks, and operations managers use it to justify budgets. After its first cycle, revisit the shrinkage assumptions and channel mix, because both usually move faster than the original forecast expected.