



## SPECIAL INTEREST GROUP CHARTER

**SIG Name:** Contact Center Agent Training Special Interest Group

### Steering Committee Members

- Marybeth Opgenorth, Contact Center Manager – Assurant Health
- Amy Soens, Customer Service Team Leader – CREE
- Shannon Knecht, Policyowner Services Contact Center Manager – Northwestern Mutual Life Insurance

### Objectives

1. To provide a forum for participating member companies to discuss topics of interest related to the initial and on-going training of their contact center agents
2. To enable a “deeper dive” into the agent training topic than is possible in a single UWEBC Customer Service Peer Group meeting
3. To glean leading practices that can be employed to improve/enhance participants’ agent training efficiency and effectiveness by learning about the training strategies, practices, processes and tools utilized by other UWEBC member companies participating in the group

### Intended Participants

- **Companies:** UWEBC member companies with significant contact center operations and for whom initial and/or on-going training of agents is a key business challenge.
- **Roles:** Those with direct responsibility for designing and/or delivering agent training, contact center managers, and emerging leaders.

### Potential Topics for Practice-Sharing Discussion

- Organizational design structures, roles, and responsibilities of the contact center training function
- Strategies, frameworks, methods, and channels for delivering **on-going** training
- Strategies, frameworks, methods, and channels for delivering **initial/on-boarding** training
- Training strategies and practices for remote agents
- Training strategies and practices for part-time agents
- Training strategies and practices for seasonal agents
- Achieving an optimal time balance between off-phone training and skills practice
- Coaching strategies and practices to reinforce training
- Assessing training comprehension and skills proficiency
- Organizing learning materials/content to enable ease of accessibility
- Creating an optimal training environment/facility design considerations and practices
- Measuring the effectiveness of training and the training function
- Developing a self-driven training curriculum and/or skills certification program for career advancement/retention
- Training tools/technologies and leveraging them effectively
- Emerging trends in agent training

### Meeting Length, Frequency, and Location

- Meetings will be from 9:00am-4:00pm
- Generally, it is intended to have two topics discussed at each meeting, so the number of meetings will depend on the number of topics chosen. The Steering Committee anticipates 6-8 sessions. In addition to topics proposed by Steering Committee members, participants will be polled at the first meeting and after the fifth meeting for additional topic suggestions with those rated as being of greatest interest by a majority of members added to the final topic list.
- Meetings will take place at UW-Madison, Waukesha County Technical College in Pewaukee, and/or at member company locations

### Output/Deliverable

After the final meeting of the SIG, a Peer Practice Report will be produced that summarizes key take-aways and practices shared in each agent training topic area discussed.