

CONTACT CENTER MANAGEMENT

A BUSINESS ACUMEN EXPERIENCE

For companies to gain control over their destiny their managers must build business confidence and learn to cope with uncertainty in a fluctuating business world.

In a unique approach, MBE Simulations have developed a contact center virtual world serious game and taken this engaging learning tool one-step further. Using intensive simulated workshops, MBE Simulations provides the next generation of management training.

Managers experience business by executing daily decisions as well as exploring the need for a collaborative organizational culture.

MBE Simulations is the only dynamic training platform providing immediate feedback from within the minute-by-minute simulation. A real-life look and feel enables managers to make real decisions without suffering real-life



MBE Simulations Ltd.
Making Business Acumen Tangible™



How does a minute-by-minute dynamic simulation meet business training challenges?

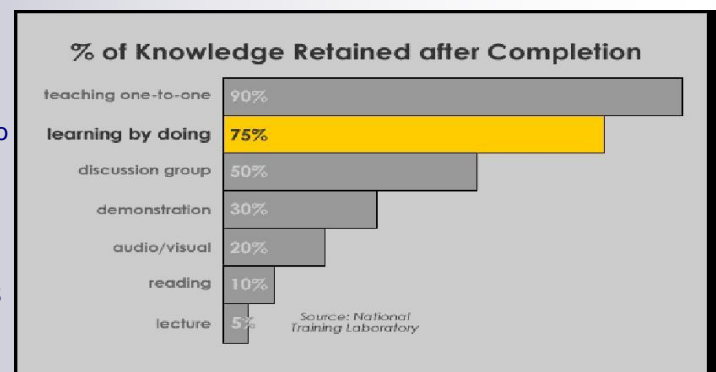
- **The goal is to explore and learn how to manage Call Center multi-dimensional challenges.**
- **The workshop emphasizes the use of strategic targets, improvement initiatives, and personnel development to achieve higher customer satisfaction and increased stakeholder value.**
- **The workshop provides insight into the ongoing prioritization of and linkage between dilemmas, measures, causes and effects, staff incentives, and accountability for overall commercial performance and results.**

What can we expect to achieve in the hands-on management workshop?

Research shows that the effectiveness of "learning by doing" is among the highest of all training methods. (Source of the chart to the right: National Training Laboratory 2001.)

Workshop Learning Objectives:

- Learn how to optimize the Contact Center's main operational goals: customer satisfaction, service levels, quality of service, and calculated profitability
- Understand the Contact Center's big picture: how managerial and tactical decisions affect the Contact Center's final results and performance
- Plan the managerial process, execute and adhere to the plan, and collaborate with tactical decision-makers for optimized performance
- Learn how to quantify the Contact Center's business results as a profit center
- Learn how to meet quality objectives: wait time; cost and performance; transformation of instinctive managerial habits into a rational, measured, and result-driven business approach
- Explore the optimal way to manage performance, dynamically choosing the proper information, understanding the cause-and-effect process, and taking corrective



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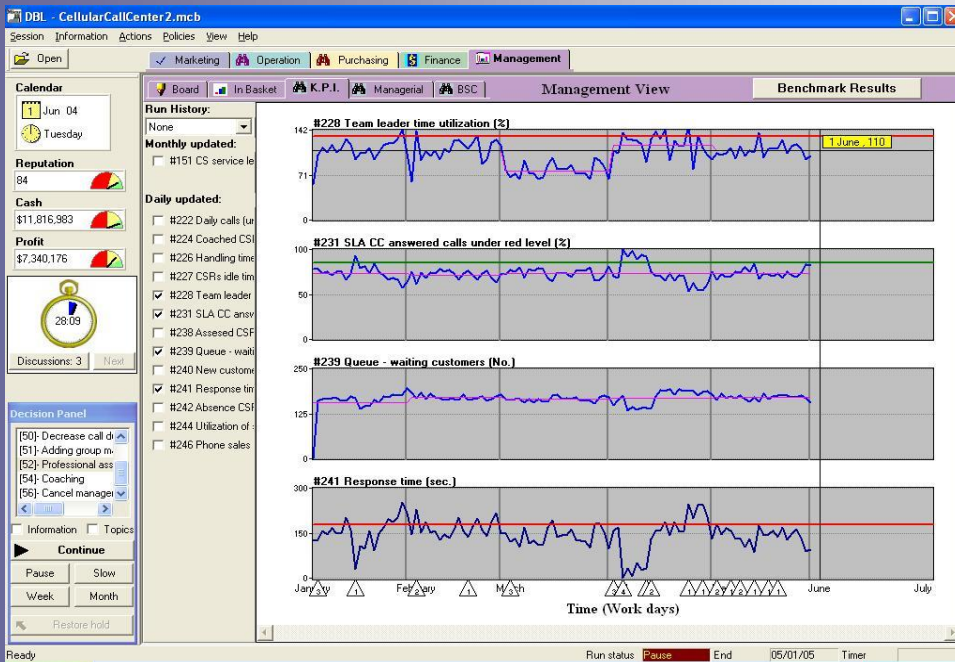
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A REALISTIC SERIOUS GAME OF CONTACT CENTER ONGOING DILEMMAS

Real-Life Dynamic Business Simulation

The unique nature of the Call Center lifecycle is presented in fast-forward mode with time-freezes to discuss decisions and prioritization options without real-life consequences. The workshop combines metrics and operations measurements as well as tactical execution.

Participants work in teams; each member is responsible for a particular area. Intensive teamwork enables realistic first-hand experience of daily dilemmas for all Contact Center key players. Participants learn how to balance their schedules and juggle various managerial tasks.



MBE Simulations offer true representation of business environments and the daily, arbitrary evolution of business activity and challenges. However, with MBE Simulations, the learning experience is far richer than in real life. Key benefits include pausing the simulation before decision making and views which provide a helicopter view as well as drilled down analysis. But perhaps most important is the freedom to make mistakes – understand cause and effect and then try again. With MBE Simulations, mistakes bring reinforced learning rather than real life consequences.

Among MBE Simulations Customers are:

- **High-tech:** Amdocs, Intel, Motorola (Israel), Kodak, Biosense, Lucent, IBM Israel
- **Communication Service Provider and Call Centers:** Cellcom (leading Israeli operator), Telkom (SA)
- **Manufacturing:** Tnuva, GM, Weyerhaeuser, Israel Military Industries
- **Educational Institutes:** Indiana University (USA), Purdue University (USA), Westminster University (London, UK), Stuttgart University (Germany), Electro Communication University (Japan), Koc University (Turkey) and Technion Haifa, (Israel)

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