

## CCHOPS GOLD (LEVEL 1) CONTACT CENTER HUMAN OPERATIONS<sup>®</sup> CERTIFICATION

Contact Center Human Operations<sup>®</sup> (CCHOPS) Certification is for Contact Center Leaders who need to drive peak performance and innovation and want to learn how to turn data into actionable solutions. Unlike other certifications, CCHOPS applies the tools and principles proven to enable rapid operational improvements and business success to the distinct processes of the contact center world. Our proprietary curriculum is built upon:

- Lean, Six and Human Sigma
- Business process management methodologies specific to the functions of contact center operations
- Real contact center industry metrics and examples for immediate application to your operation

## WHAT ATTENDEES CAN EXPECT TO GAIN

Acquire the critical analytical and operational knowledge and skills required to optimize your contact center operations through positive change and process improvement. Our training will enable you to use data to root cause inefficiencies, drive initiatives with significant ROI and become a CC operations expert that can:



Rapidly improve operational efficiency and performance



Eliminate errors and waste for increased productivity and cost savings



Deliver quality products and services to boost customer satisfaction



Use data-backed solutions to turn opportunities into innovations



Map and improve processes to increase profitability



Position your business as the operational and performance benchmark of your industry

## CCHOPS GOLD (LEVEL 1) CURRICULUM MODULES

- Introductions and Overview
- Planning for Change
- Basic Statistics
- Defining Metrics, Targets, and Relationships
- Visualizing Data with Run Charts
- Using Histograms to Categorize Performers
- Personality Styles
- Using DMAIC Methodology for Performance Improvement
- High Performance Culture
- Effective Coaching
- Utilizing Quality
- Work at Home Practices and Challenges

## WHAT SETS CCHOPS APART FROM OTHER CONTACT CENTER CERTIFICATIONS

- Utilization of Lean, Six, AND Human Sigma
- Designed specifically for application to the contact center world and immediate translation to your operations
- Proprietary contact center-specific process control algorithms
- Focus on optimizing and continuously improving business processes to achieve organizational metric and performance goals
- Hands on practice sessions that utilize real-world examples and YOUR data
- Rapid execution timelines with practical and actionable steps

## INCLUDED WITH THE TRAINING EVENT

- Formal certification plaque
- Printed workbook with 140+ pages of CCHOPS content
- Invaluable networking reception and dinner event
- Catered lunch provided all three days
- Hands-on practice sessions that utilize contact center specific metrics and real-world examples

# TRAINING & CERTIFICATION EVENT DETAILS

**WHERE:**

Insite Headquarters  
1336 SE 47th Street  
Cape Coral, FL 33904

**COST:**

\$2,500 per person

## TRAINING AGENDA

Below is the schedule for each day of training.

### Day 1

9:00am	Introduction & Overview Planning for Change
12:45pm	Catered Lunch
1:15pm	Basic Statistics Defining Metrics, Targets, and Relationships
6:00pm	Exclusive Networking & Dinner Happy Hour
9:00pm	Day End

### Day 2

8.30am	Visualizing Data with Run Charts Utilizing Histograms to Categorize Performers
12:15pm	Catered Lunch
12:45pm	Personality Styles Using the DMAIC Methodology for Performance Improvement High Performance Culture
5:30pm	Day End

### Day 3

8.30am	Effective Coaching
11:45am	Catered Lunch
12:45pm	Utilizing Quality Work at Home Practices and Challenges
3:30pm	Day End





## MEET OUR EXPERTS



**Debbie Williams**

### **CERTIFIED CCHOPS FACILITATOR**

Debbie has over 20 years of experience in operations, including single and multi-site management. She is certified in Adult Education and Sigma Facilitation and is passionate about implementing training that ensures individuals have the skills they need to succeed.



**Chris Rozum**

### **FOUNDER & CEO**

Fueled by his passion for contact center training and process optimization, Chris formed Insite in 2007 and has driven the organization to become The Human Operations Experts®. Through process and data analytics, Chris has been personally responsible for solving some of the most complex contact center challenges in over 400 companies across the globe in 700+ cities in 14 countries, saving hundreds of millions of dollars in efficiency improvements worldwide.



**Ashley Edmunds**

### **CHIEF GROWTH OFFICER**

Over her 17 years in the fashion industry, Ashley established expertise in crafting and implementing strategies from concept to consumer and developing and executing promotional launch plans for new products and categories, and managing multiple categories, across multiple brands and channels. She has driven profitable initiatives to grow product categories by leading cross-functional teams to successful product execution through collaboration and communication.

## WHAT CERTIFIED ATTENDEES SAY ABOUT CCHOPS TRAINING



### **ONE OF THE BEST INTERACTIVE COURSES AND INSTRUCTORS I HAVE EXPERIENCED IN MY CAREER!**

"The content and breadth of applicable topics taught in the training will pay for itself many times over in efficiency savings alone. My management team now know how to execute using data in the correct way."

- Call Center Operations Director, Monster Worldwide

# WHAT CERTIFIED ATTENDEES SAY ABOUT CCHOPS TRAINING

## Hilton

### THE COURSE WAS GREAT!

"The facilitator is not only tremendously knowledgeable but also quite down to earth and approachable with sharing his knowledge — he's was a fantastic presenter. The overall workshop was very well polished and provided a sizable boost in my knowledge on how to optimize the business of call centers. The course was great and we, as attendees, were very well taken care of. I have no suggestions for improvement as I couldn't have asked for a more constructive experience. Thank you all!"

- Senior Business Analyst, Hilton

## HPONE

HEALTHPLANONE

### I LIKED THAT THE COURSE WAS HANDS-ON AND INTERACTIVE!

"The facilitator called on various participants to share their experiences which gave us different point of views. My take aways with the examples in the course book — will have me diving deeper in my day to day operations for improvement. The dashboards DEFINITELY sparked my interest and I will be connecting with my executive leadership to learn more. Great opportunity looking forward to the next opportunity to attend!"

- Senior Operations Manager, HealthPlanOne

## COX AUTOMOTIVE™

### I HAVE ATTENDED OTHER CALL CENTER COURSES, BUT CCHOPS OFFERED BY INSITE WAS BY FAR THE BEST!

"I was able to soak in a new perspective on subjects, including the DMAIC process management model, change management, team member coaching, and reporting. Chris did a fantastic job linking everything together and providing an understanding that created value for my business. He also led other leaders and myself in discussions that examined how we currently manage to improve processes and better support our people."

- Technical Customer Care Manager, Cox Automotive

# WHAT CERTIFIED ATTENDEES SAY ABOUT CCHOPS TRAINING



## **I TRULY APPRECIATED THE VARIETY OF LEADER ROLES AND WORK ENVIRONMENT BACKGROUNDS BROUGHT TO THIS COURSE!**

"It made it a very collaborative environment to share best practices and challenges experienced in both office and work-from-home settings. There is a wealth of knowledge from leaders who have had extensive project management experience that I look forward to being able to communicate with to improve our own processes."

- Enrollment Center Team Leader, Ria Health

## **I THOROUGHLY ENJOYED THE IN-PERSON NETWORKING!**

"Working from home only for the last 3.5 years I thoroughly enjoyed the in-person networking we got to do with each other. Debbie and Chris are really great presenters and trainers and made the content engaging and easy to follow. Also getting to learn from and collaborate with other people was a wonderful experience."

- Strategy & Sales Operations Leader, Ria Health



## **THIS COURSE OPENED MY EYES TO THE HUMAN SIDE OF CONTACT CENTER MANAGEMENT!**

"The instructors clearly know the material and come to the class with an enormous amount of knowledge and expertise. From the course itself, I found the most value in how to tell a better story to executives and ensure they have the most pertinent facts and the instructor-led group discussions were invaluable as well. Looking forward to using everything I gained!"

- Broker & Business Manager, Heirloom Realty International