



COPC® Best Practices for Customer Experience Operations

Achieve High Performance

For more than two decades, COPC Inc. has been the global leader in helping clients optimize their customer experience operations to achieve consistent high-performance success. We developed the premier performance management system tailored to the contact center industry, the COPC Customer Experience (CX) Standard, and it remains the ever evolving industry standard for performance improvement excellence. Hundreds of the highest-performing operations around the globe utilize the COPC CX Standard in their daily operations. Why? Because it equips them with the most effective management strategies in four key areas of contact center operations: Leadership & Planning, Processes, People and Performance. When properly implemented, these strategies deliver what every contact center operation is after: improved performance, increased customer satisfaction and lower costs.

COPC® Best Practices for Customer Experience Operations is a rigorous, in-depth course built around the guidelines and best practices set forth within the COPC CX Standard. Course participants will learn how to implement the COPC CX Standard, Release 7.0, and best manage a high-performing, world-class customer experience operation, increasing both customer satisfaction and bottom-line growth. This course is ideal for organizations servicing customers through one or more channels, including contact centers, chat, mobile, social media, digital and in-person. We offer this training live virtually, in person, and through dedicated sessions that can be tailored to your organizational needs.

Course Benefits:

- Gain expertise to meet or exceed high-performance goals and achieve continuous improvement within your contact center operations
- Obtain better insight into key drivers of the customer experience through a structured approach to customer feedback
- Achieve greater uniformity across all channels of support, including both human assisted and digital assisted channels
- Implement more efficient and effective customer experience operations, resulting in reduced errors, improved CSAT and lower costs

Learn more at copc.com

COPC® Best Practices for Customer Experience Operations

In this course, you will learn how to:

- Achieve continuous improvement and high performance by applying best practices from the COPC CX Standard
- Identify and target improvements for the critical service journeys impacting customer experience and business success
- Optimize the effectiveness of the customer's service experience
- Gather and analyze customer feedback through a structured approach
- Identify key drivers of the customer experience and effectively leverage the customer care function as a company-wide listening post
- Deploy a proven quality approach to drive CX improvements and ensure alignment between quality and key CSAT drivers
- Effectively collect, report on and ensure data integrity
- Initiate corrective actions and continuous improvement plans through a structured problem solving approach
- Understand the roles, measurements and processes for improved management of digital service channels

This training is ideal for:

- CX Executives
- Care and Service Executives
- Heads of Contact Centers
- Contact Center Leads and Senior Managers
- CX Operations Managers and Senior Directors
- CX Program Designers
- Quality Assurance Leaders

Become a Certified Customer Experience (CX) Performance Leader

Earn the designation of Customer Experience (CX) Performance Leader by passing the final exam and scoring 90% or higher.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting 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 to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at copc.com

