Call Center Operations: ACD and CTI Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-paced digital landscape, call centers are the lifeline of customer engagement and business success. Efficient call center operations require a deep understanding of Automatic Call Distribution (ACD) and Computer Telephony Integration (CTI) technologies, which streamline workflows, optimize call routing, and enhance agent productivity. Call Center Operations: ACD and CTI Training Course equips professionals with the technical expertise, operational strategies, and data-driven insights needed to excel in modern contact center environments. Participants will gain a competitive edge by mastering real-time monitoring, predictive analytics, omnichannel integration, and workforce optimization, driving both customer satisfaction and business performance.

This course offers a practical, hands-on approach to call center operations, blending theory with real-world case studies and interactive simulations. Participants will learn how to leverage ACD systems to intelligently route calls, utilize CTI tools for seamless communication, and implement performance metrics to enhance agent efficiency. By the end of the training, attendees will be equipped to transform operational challenges into strategic advantages, ensuring their call centers operate at peak efficiency while delivering exceptional customer experiences.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Understand ACD and CTI fundamentals and their role in modern call center operations.
2. Master call routing strategies to optimize customer experience.
3. Analyze real-time call analytics for operational efficiency.
4. Implement omnichannel integration for seamless customer communication.
5. Develop agent performance metrics using KPIs and dashboards.
6. Utilize predictive call distribution to manage high-volume traffic.
7. Leverage CRM integration for personalized customer interactions.
8. Apply call monitoring and quality assurance techniques effectively.
9. Improve first-call resolution (FCR) through data-driven insights.
10. Manage workforce optimization (WFO) strategies for peak efficiency.
11. Design interactive voice response (IVR) workflows for self-service.
12. Incorporate emerging technologies like AI and automation in call centers.
13. Develop actionable strategies to reduce average handle time (AHT) and boost customer satisfaction.

Target Audience

1. Call Center Agents
2. Team Leaders and Supervisors
3. Contact Center Managers
4. Customer Experience (CX) Professionals
5. IT and Telephony Specialists
6. Workforce Planning Analysts
7. CRM and Operations Analysts
8. Aspiring Call Center Professionals

Course Modules

Module 1: Introduction to Call Center Operations

- Overview of modern contact centers
- Key roles and responsibilities
- Call center performance metrics

- Types of call centers
- Case Study: Successful transformation of a customer service center

Module 2: Automatic Call Distribution (ACD) Fundamentals

- ACD concepts and architecture
- Call routing strategies and algorithms
- Skill-based and priority routing
- Queue management techniques
- Case Study: Reducing call wait time using ACD

Module 3: Computer Telephony Integration (CTI) Essentials

- CTI overview and benefits
- Desktop integration and screen pop
- Click-to-dial functionality
- CRM and telephony integration
- Case Study: Enhancing agent productivity through CTI

Module 4: Call Center Analytics and Reporting

- Real-time dashboards and KPI tracking
- Historical and predictive analytics
- SLA adherence and performance monitoring
- Customer satisfaction measurement
- Case Study: Using analytics to improve first-call resolution

Module 5: Omnichannel Customer Engagement

- Multichannel communication strategies
- Email, chat, social media, and voice integration
- Consistent customer experience across channels
- Tools for unified customer interaction
- Case Study: Integrating social media into call center operations

Module 6: Workforce Optimization (WFO) and Scheduling

- Forecasting call volumes
- Agent scheduling best practices
- Performance management and coaching
- Gamification and motivation strategies
- Case Study: Boosting agent productivity using WFO tools

Module 7: Quality Assurance and Compliance

- Call monitoring techniques
- Scorecards and evaluation methods
- Compliance with legal and industry standards
- Customer feedback loops
- Case Study: Improving call quality through QA interventions

Module 8: Emerging Technologies in Call Centers

- AI-powered chatbots and virtual assistants
- Predictive dialing and automation
- Speech analytics and sentiment analysis
- Future trends in CX technology
- Case Study: Implementing AI to reduce average handling time

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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