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# Contact Centre Platform Operations Training

## Course: Routing, Integration and Service Reliability

18 – 22 October 2027

Dubai - Marriott Hotel Al Jaddaf, Dubai





## Contact Centre Platform Operations Training Course: Routing, Integration and Service Reliability

**Ref:** 321\_21375 **Date:** 18 – 22 October 2027 **Location:** Dubai - Marriott Hotel Al Jaddaf, Dubai **Fees:** 4000 GBP

### Programme Summary

Contact centre platform operations is the subject of this five-day training course for operations heads, platform owners and integration and IT service managers, ending in a platform operations plan for one contact centre. Routing, configuration and integrations often change faster than anyone governs them, and failures reach customers first. The approach moves from architecture and service dependencies, through routing and configuration governance, to integration, monitoring and capacity, then to a worked plan. Mars Training Centre UK delivers this programme in contact centre platform operations.

### The Business Case

When nobody owns configuration changes, integration dependencies and capacity limits, outages and misrouted contacts are found by customers rather than by monitoring. Leaders who set change rules, define reliability targets and plan capacity from demand data can restore service faster and explain service failures with evidence.

- Service Outage Duration: Falls as monitoring, runbooks and recovery roles are defined before incidents.
- Misrouted Contacts: Reduce as routing rules, queues and skills are reviewed under change control.
- Capacity Shortfalls: Narrow as staffing and platform limits are planned from demand patterns.

### Principles and Evidence Base

- ISO 18295-1: Its requirements for customer contact centres frame the service expectations that platform decisions must support in Sessions 1 and 3.
- ISO/IEC 20000-1: Its service management system requirements shape the change, incident and monitoring arrangements in Sessions 2 and 4.
- Erlang C: This queueing model for contact arrival and handling underpins the capacity work in Session 3.

### Intended Participants

- Operations heads who are accountable for contact centre service levels and platform changes.
- Platform owners who approve configuration, releases and supplier support arrangements.
- Integration managers who run links between the platform, customer records and back-end systems.
- IT service managers who handle incidents, monitoring and recovery for contact channels.

The programme serves banking, telecommunications, utilities and government service organisations.



## Learning Outcomes

1. Participants will be able to map platform components, service dependencies and ownership for a contact centre.
2. Participants will be able to evaluate routing, queue and skill designs against service goals.
3. Participants will be able to construct change and access rules for platform configuration.
4. Participants will be able to diagnose integration and failure risks from monitoring and log evidence.
5. Participants will be able to prioritise capacity and staffing actions using a queueing model.
6. Participants will be able to justify a platform operations plan to a service owner and a technology lead.

## Programme Structure

### Day 1: Contact Centre Platform Operations: Architecture and Ownership

Which components and dependencies make up the platform, and who owns each?

- Platform Component and Dependency Map
- Service Ownership Matrix
- ISO 18295-1 Service Expectation Review
- Role and Access Model
- Case Review of Two Sector Platform Outages

### Day 2: Routing and Configuration Governance

How are routing, queues and skills designed and kept under control?

- Routing Rule and Queue Design Review
- Skill and Priority Model
- Change Control Procedure under ISO/IEC 20000-1
- Configuration Baseline Register
- Release and Rollback Checklist

### Day 3: Integration and Capacity

How do links to other systems work, and how much demand can the platform carry?

- CRM and Back-End Integration Inventory
- Interface Failure Mode Review
- Erlang C Capacity Model
- Peak Demand Scenario Plan
- Supplier Support and Service Level Terms



## Day 4: Monitoring, Incidents and Recovery

How are failures detected, escalated and recovered?

- Service Monitoring Indicator Set
- Log and Alert Triage Guide
- Incident Escalation Matrix
- Recovery Runbook
- Post-Incident Review Template

## Day 5: Applying Contact Centre Platform Operations to One Contact Centre

Is the operations plan ready for the service owner and the technology lead to approve?

- Applying the Session 1 Ownership Matrix to the Chosen Contact Centre
- Testing the Session 2 Change Procedure Against Sample Changes
- Checking Session 3 Capacity Model Against Demand Data
- Applying the Session 4 Escalation Matrix to Open Issues
- Completing the Platform Operations Plan

## Methodology

The programme is built around structured exercises and case analysis. Participants work with an anonymised contact centre, sample configuration records, interface lists and demand data, review designs, rate risks and draft runbooks in small teams, then defend their plan before a simulated service board. No platform administration skills are required.

- Suggested activity: Reviewing a sample routing change that sends calls to a closed queue.
- Suggested activity: Calculating staffing for a sample hourly demand profile.
- Suggested activity: Drafting escalation steps for a failed customer record link.

## Capstone Output

Each participant completes a platform operations plan for one contact centre. It contains an ownership matrix, a routing and change procedure, an integration inventory, a capacity model, a monitoring indicator set and a recovery runbook. It is used to brief the service owner and technology lead and to guide the first operating review.



## Frequently Asked Questions

### **Is contact centre platform operations suitable for managers without platform engineering skills?**

Yes. Contact centre platform operations is set at managerial level and assumes responsibility for service levels, platforms or integrations, not administration or coding skills.

### **Which standards does contact centre platform operations rest on?**

Contact centre platform operations rests on ISO 18295-1 for contact centre requirements, ISO/IEC 20000-1 for service management and the Erlang C model for capacity.

### **How is the plan from contact centre platform operations used at work?**

You use the plan from contact centre platform operations to brief your service owner and technology lead, control changes and prepare recovery steps.

### **How does contact centre platform operations differ from vendor product training?**

Contact centre platform operations centres on ownership, change control, capacity and recovery that apply to any platform, while vendor product training centres on screens and settings of one product.