COPC CX Standard Training Course for Contact Centre and Customer Operations Leaders

4 – 8 January 2027
Dubai - Marriott Hotel Al Jaddaf, Dubai

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Programme Summary

The COPC CX Standard is the subject of this one-week training course for heads of customer operations, contact centre directors and quality leaders at managerial level, ending in a performance management plan for one operation. Many centres report busy dashboards, yet service levels, quality scores and supplier results often conflict. The programme moves from the structure of the standard to diagnosis of gaps in measures, quality and processes, then to design of targets, controls and supplier oversight, and to a plan for leaders to adopt. Mars Training Centre UK delivers this programme on the COPC CX Standard to mixed-organisation cohorts.

The Business Case

Banks, telecommunications providers, retailers and public service desks depend on contact centres, whether run in house or by an outsourced supplier. When measures, targets and quality checks are set without a shared frame, managers argue over numbers and customers feel the gaps. A structured standard gives leaders one language for results and causes.

- Service Consistency: Improves as targets, scoring and coaching follow one design.
- Supplier Performance: Rises as outsourced results are measured and reviewed on agreed terms.
- Cost to Serve: Falls as repeat contacts and rework are traced to their causes.

Principles and Evidence Base

- COPC CX Standard: Sets out requirements for customer experience operations, applied in Sessions 1 and 5 to gap review and the plan.
- Key Performance Indicators: Link results to targets, applied in Sessions 2 and 3 to measure design.
- Quality Assurance Scoring: Rates interactions against agreed criteria, applied in Session 3 to scorecards and calibration.
- Root Cause Analysis: Traces repeated failures to their origin, applied in Session 4 to process and supplier problems.

Intended Participants

- Heads of customer operations who answer for service results across channels.
- Contact centre directors who set targets and staffing plans.
- Quality leaders who design scorecards and run calibration.
- Vendor managers who oversee outsourced customer service providers.

Typical settings include banking, telecommunications, retail, utilities and outsourced service providers.

Learning Outcomes

1. Participants will be able to evaluate an operation against the structure of the COPC CX Standard.
2. Participants will be able to construct key performance indicators with targets and owners.
3. Participants will be able to design a quality assurance scorecard and a calibration routine.
4. Participants will be able to diagnose process failures and repeat contacts through root cause analysis.
5. Participants will be able to prioritise improvement actions by effect on customers and cost.
6. Participants will be able to justify a performance management plan to a leadership team.

Programme Structure

Day 1: The COPC CX Standard and the Operation Today

How does the operation compare with the structure of the standard?

- COPC CX Standard Category Map
- Operation Profile Sheet
- Gap Review Template
- Stakeholder Expectation Grid
- Channel and Process Inventory

Day 2: Measures, Targets and Performance Reporting

Which measures and targets show whether customers are served well?

- Key Performance Indicator Dictionary
- Target Setting Sheet
- Balanced Measure Set
- Performance Report Layout
- Measure Ownership Matrix

Day 3: Quality Assurance and Workforce Control

How are interactions scored fairly and teams coached to the same standard?

- Quality Assurance Scorecard Design
- Calibration Session Routine
- Sampling Plan
- Coaching Conversation Guide
- Staffing and Schedule Review

Day 4: Process Failures, Suppliers and Improvement

How are repeat contacts and supplier gaps traced and removed?

- Root Cause Analysis Worksheet
- Repeat Contact Driver Tree
- Vendor Performance Review Pack
- Service Agreement Measure Check
- Improvement Action Tracker

Day 5: Performance Management Plan for One Operation

Do the earlier tools combine into one plan that a leadership team can adopt?

- Applying the Session 1 Gap Review Template
- Testing the Session 2 Balanced Measure Set
- Checking the Session 3 Quality Assurance Scorecard Design
- Rehearsing the Session 4 Vendor Performance Review Pack
- Completing the Performance Management Plan

Methodology

The programme uses case analysis built on prepared files for two operations, one an in-house banking contact centre and one an outsourced telecommunications service desk, each with measures, call samples, schedules and supplier reports. Participants work in groups, test targets against the files, and defend their plan to peers acting as a leadership team.

- Suggested activity: Scoring sample interactions and comparing results to expose differences between reviewers.
- Suggested activity: Rewriting a target set that rewards speed at the expense of resolution.
- Suggested activity: Tracing a rise in repeat contacts to a process cause.

Capstone Output

Each participant completes a performance management plan for one operation. It holds a gap review, a measure set with targets, a quality scorecard, a supplier review routine and a ranked improvement list. The plan is used at work to brief a leadership team and to agree duties with quality, workforce and vendor managers.

Frequently Asked Questions

Is a training programme on the COPC CX Standard suitable for managers new to it?

Yes. The COPC CX Standard is taught through prepared files and templates. It assumes responsibility for a contact centre or customer operation, but no earlier work with the standard.

Which models sit beside the COPC CX Standard in the sessions?

The COPC CX Standard is applied with key performance indicators, quality assurance scoring and root cause analysis, each used on prepared operations.

How is the plan from the COPC CX Standard used at work?

You use the performance management plan to brief your leadership team, agree duties with quality, workforce and vendor managers, and set the order of improvements.

How does the COPC CX Standard differ from a general customer service programme?

The COPC CX Standard concentrates on how an operation is measured, controlled and improved, while a general customer service programme concentrates on frontline skills and attitudes.