Customer Contact Centre Requirements Training Course: ISO 18295 for Providers and Clients

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

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Programme Summary

Customer contact centre requirements under ISO 18295 for providers and clients are the subject of this one-week training course for heads of contact centres, customer service directors and quality and outsourcing managers, ending in a gap assessment pack for one contact centre operation. Customers judge an organisation by its calls and messages, yet service levels, data handling and supplier oversight are often managed apart. The programme reads the standard against real operating records and contracts. Mars Training Centre UK delivers this programme on customer contact centre requirements to mixed-organisation cohorts.

The Business Case

Banks, utilities, airlines and public bodies place much customer dealing with contact centres, run in-house or by a supplier. When requirements for the centre and for its client are written down and tested, leaders can see where promises, people and records fall short, and can agree corrections with owners and dates before complaints or supplier disputes arise.

- Service Consistency: Improves when service levels, scripts and escalation routes are specified once and checked against records.
- Complaint Exposure: Falls when complaint routes, ownership and learning loops are shown to work.
- Supplier Control: Strengthens when outsourcing contracts state measures, reviews and exit steps.

Principles and Evidence Base

- ISO 18295: The international standard for customer contact centres, published in two parts, used in every session to organise findings.
- ISO 18295-1: The part that sets requirements for customer contact centres, applied in Sessions 1 to 3 to test service, people and records.
- ISO 18295-2: The part that sets requirements for clients using the services of customer contact centres, applied in Session 4 to review contracts and oversight.

Intended Participants

- Heads of contact centres who own service levels and quality.
- Customer service directors who answer for complaints and satisfaction.
- Quality managers who prepare evidence and lead internal reviews.
- Outsourcing managers who specify and supervise contact centre suppliers.

Typical settings include banking, telecommunications, travel and public services.

Learning Outcomes

1. Participants will be able to distinguish centre requirements from client requirements.
2. Participants will be able to construct a service level specification with measures and evidence sources.
3. Participants will be able to evaluate agent competence and complaint handling against stated requirements.
4. Participants will be able to diagnose weaknesses in data handling and monitoring records.
5. Participants will be able to prioritise contract clauses that give a client oversight of a supplier.
6. Participants will be able to justify a gap assessment to management.

Programme Structure

Day 1: Customer Contact Centre Requirements and Scope

What does ISO 18295 ask of a contact centre, and what does it ask of its client?

- ISO 18295 Two-Part Structure Map
- Centre and Client Role Matrix
- Service Scope Definition Sheet
- Customer Journey Touchpoint Inventory
- Requirements Register Template

Day 2: Service Levels, Agent Competence and Complaints

How are service promises, people and complaint routes shown to meet the requirements?

- Service Level Specification Table
- Agent Competence Matrix
- Complaint Route and Escalation Map
- Call and Message Quality Scorecard
- Training Needs Gap Sheet

Day 3: Data Protection, Monitoring and Evidence

Which records show that a contact centre is controlled and its data handled with care?

- Customer Data Handling Review
- Interaction Monitoring Plan
- Performance Indicator Dashboard
- Corrective Action Log
- Management Review Agenda

Day 4: Outsourcing Contracts and Client Oversight

How does a client specify, supervise and review the contact centre it uses?

- ISO 18295-2 Client Obligations Checklist
- Outsourcing Contract Schedule
- Supplier Performance Review Cycle
- Handover and Exit Plan
- Joint Governance Calendar

Day 5: Gap Assessment Pack for One Contact Centre

Do the findings join into a pack that management can act on?

- Applying the Day 1 Requirements Register
- Testing the Day 2 Service Level Table
- Checking the Day 3 Evidence Plan
- Reviewing the Day 4 Contract Schedule
- Completing the Gap Assessment Pack

Methodology

The programme is a structured exercise built on prepared operating records, a sample outsourcing contract and anonymised complaint files from a bank and a telecommunications provider. Participants map requirements to evidence, test service level tables, mark contract schedules and record gaps in a shared register, then present findings to peers acting as a review panel.

- Suggested activity: Mapping a sample call quality scorecard to the requirements register.
- Suggested activity: Marking up an outsourcing contract schedule for missing measures and review points.
- Suggested activity: Rating three sample complaint files for ownership and closure evidence.

Capstone Output

Each participant completes a gap assessment pack for one contact centre operation. It holds a requirements register, a service level table, an evidence plan, a contract schedule review and a corrective action plan with owners. At work it goes to management as the basis for improvement planning.

Frequently Asked Questions

Is customer contact centre requirements training suitable for managers who have not worked with ISO standards?

Yes. Customer contact centre requirements are taught from the structure of the standard through prepared records and templates. You need responsibility for a contact centre, its quality or its supplier, but no prior standards experience.

Which standard do customer contact centre requirements rest on in this training?

Customer contact centre requirements here rest on ISO 18295, read as ISO 18295-1 for centres and ISO 18295-2 for clients, each applied to service, evidence or contract decisions.

How is the gap assessment pack from customer contact centre requirements training used at work?

You present the gap assessment pack to management, use its corrective action plan to assign owners, and keep the contract schedule review as the agenda for supplier meetings.

How do customer contact centre requirements differ from a programme on customer journey mapping?

Customer contact centre requirements concentrate on specifying, evidencing and supervising contact centre service, while customer journey mapping concentrates on charting customer experience across all touchpoints.