



Sales, Marketing and Customer Service

Leadership Excellence in Customer Operations Aligned with COPC Standards

Course Introduction

This program builds leadership capacity in managing customer-facing operations, based on the globally recognized COPC CX Standard. This Training program focuses on customer satisfaction, operational performance, quality assurance, and leadership in complex service environments. Participants will learn how to lead teams that deliver consistent, data-driven, and customer-focused performance.

Target Audience

- Contact center and customer service leaders
- Operations managers in BPOs or in-house support environments
- Quality, workforce, and performance management leaders
- CX transformation and continuous improvement professionals
- Leaders preparing to implement or align with COPC Standards

Learning Objectives

- Understand COPC CX Standard principles and service management
- Understand how to design, measure, and improve customer-centric processes
- Explore leadership models and their role in customer operations
- Master key concepts in quality assurance, process control, and KPI alignment
- Prepare leaders to drive sustainable performance across service delivery functions

Course Outline

• DAY 01

Introduction to COPC Standards and Operational Leadership

- History and purpose of COPC CX Standard
- Foundation of service excellence
- Components of a high-performance customer operation
- Role of leadership in operational consistency
- Organizational alignment with customer expectations
- The 4 pillars of the COPC framework
- Performance vs. experience: striking the balance

Customer-Centric Management Principles

- Voice of the Customer (VoC) and application
- Service delivery models and customer segmentation
- Customer expectation management
- Reactive vs. proactive service models
- Building customer trust and emotional connection
- Value perception and loyalty drivers
- Applying SERVQUAL and Gap models

• Day 02

Operational Design and Process

- Process mapping and documentation principles
- SIPOC and process hierarchy
- Process standardization
- Capacity and queueing in customer operations
- Demand forecasting principles

- Identifying bottlenecks and inefficiencies
- Control vs. autonomy in frontline processes

Performance Metrics and KPI Frameworks:

- Leading vs. lagging indicators
- COPC performance categories: quality, cost, speed, satisfaction
- Balanced Scorecard
- KPI hierarchy and strategic alignment
- Pitfalls of metric overemphasis
- Root cause analysis frameworks
- Linking KPIs to continuous improvement

• Day 03

Quality Assurance Systems

- Quality monitoring frameworks in service environments
- COPC QA best practices
- Statistical sampling
- Scorecard design: behavioral vs. outcome-based
- Bias and calibration
- Continuous feedback loop principles
- Culture of quality ownership

Workforce and Capacity Management

- Workforce optimization
- Forecasting demand and schedule accuracy

- Shrinkage, adherence, and occupancy concepts
- Workload allocation models
- Intraday and interval planning
- Flexibility vs. consistency trade-offs
- Workforce engagement and morale models

• Day 04

Leadership in Service Environments

- Leadership styles and situational application
- Emotional intelligence in customer operations
- Psychological safety and empowerment models
- Delegation, motivation, and accountability
- Building resilient and adaptable teams
- Coaching frameworks (GROW, CLEAR)
- Leading through crises and high-pressure environments

Problem Solving and Continuous Improvement

- Lean and Six Sigma in service operations
- PDCA and DMAIC models
- Process variance and control chart
- Identifying systemic vs. symptomatic issues
- Structured problem-solving models
- Change management principles
- Creating a culture of experimentation

• Day 05

Compliance, Governance, and Customer Rights

- Governance frameworks in customer operations
- Legal and ethical responsibility in CX delivery
- Data protection
- Complaint management systems
- Basis of transparency and fairness
- Ethics in automation and AI decision-making
- Audit and accountability mechanisms

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai