

“Implementing Activity Based Costing for Contact Centres”

Overview

In today's environment it is increasingly important to understand the key drivers of profitability. Having insight into the activities undertaken to drive business revenue and the associated costs is key. These insights will enhance decision making and deliver better outcomes. This workshop provides tools to help align strategies and activity to ensure delivery of the required business outcomes.

The Activity Based Costing (ABC) approach provides an accurate view regarding the true cost/profitability of operations, products, customers, channels etc. that today's businesses are demanding.

Course Objectives

This course will provide you with:

- Applying ABC to drive business improvement in contact centre environments
- An understanding of the theory, practice and benefits of Activity Based Costing
- How to design and build a model, identify the activity undertaken and the associated revenue and cost
- Show Direct and Indirect cost allocation methods
- Determining Cost to Serve/Acquisition Costs – cost per call (by call type)
- Analysing results
- Practical examples of applying ABC methodology
- Tips and tricks for building a reliable and maintainable ABC model
- Tools to implement ABC

On completion of the course you will have:

- An appreciation of the theoretical and practical aspects of ABC
- Skills to implement an ABC project
- Understanding of how to use ABC results to derive strategic and operational business insights and improvements

Who will benefit from this course?

- Business Unit Managers
- Contact Centre Managers
- Operations Managers
- Business Analysts
- Process Improvement/ Quality Assurance Professionals/Workforce Planners

Key Topics to Be Covered

The course is delivered in six modules.

- *Module 1 – Overview of Activity Based Costing*
 - Introduction to ABC
 - Theoretical and real Benefits of ABC
 - Determining True Economic Costs and Cost to Serve and Acquire Customers
- *Module 2 – Practical Applications to Contact Centres (An Overview)*
 - Understanding current state (stake in the ground)
 - Identifying key business issues
 - Link to business strategies
 - Changing outcomes to support business strategies
 - Practical examples of where ABC has assisted business improvement
- *Module 3 - Introduction to Activity Based Costing*
 - Introduction to Line Items and Cost Centres
 - Introduction to Activities – Direct, Indirect and Support Activities
 - Allocation methods, cost convergence and divergence
 - Collecting and utilising allocation data
 - The Activity Model
 - Introduction to Cost Drivers
 - The Cost Model
- *Module 4 – Designing and Building an ABC Model for Contact Centres*
 - Key Steps in the design phase
 - Designing the Activity-Based cost flow
 - Required data
 - Identifying and assessing data quality

- Module 5 - *Analysing ABC results*
 - Identifying the most and least profitable customers, products, services and market segments
 - Determine true contributors and detractors from financial performance
 - Shared Services costing and pricing
 - Use of ABC outcomes in strategic management decisions and what-if scenarios

- Module 6 - *Tools to assist the ABC Journey*
 - Software - Why use a specialist tool?
 - Reporting of results
 - View some live examples
 - Project Structure
 - Timeline
 - Deliverables

Course Details and Contacts

Cost: \$800 per participant + GST (Including course material & catering)

Locations and dates:

Canberra - Wednesday 19th August 2009
Venue to be advised

Melbourne - Thursday 20th August 2009
Level 1, 150 Albert Rd,
South Melbourne
VIC 3205
(Subject to change depending on number of delegates)

Sydney - To Be Confirmed

Brisbane - To Be Confirmed

Email or phone to register your interest and we will then email you a registration form and payment instructions.

Please ensure you register for the Melbourne and Canberra courses by no later than Friday 14th August 2009.

Sydney and Brisbane participants please phone and register your interest. Dates (late August or early September) and venue will be advised to you as soon as they are available.

Contacts:

Course Coordinators:

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