

CERTIFICATION FOR 2 - ON US!

ccHOPS TRAINING

Proprietary Sigma + Business Process Management

CAPE CORAL, FL | OCTOBER 11-13, 2023

VALUE CASE

COMPLIMENTARY TRAINING FOR CONTACT CENTER LEADERS

On behalf of the Insite family, I would like to invite you and one of your trusted leaders to enjoy two complimentary seats* to our Contact Center Human Operations® (ccHOPS) Training and Certification event, held October 11-13, 2023 in Cape Coral, FL.

I designed ccHOPS to share the knowledge and tools that have enabled us to drive peak performance, innovation, and organizational success to surpass our own business goals time and time again. **We're offering you these two free seats, valued at \$5,000, because we know you are going to benefit and we're here to help you win.**

Designed for Contact Center Leaders who need to drive peak performance and innovation and want to learn how to turn data into actionable solutions, ccHOPS provides you with the analytical and operational knowledge and skills required to optimize your operations through process improvement. Learn to use data to root cause and solution inefficiencies, drive initiatives with significant ROI, and become a contact center operations expert. Without fail, our clients continuously prove the value of our training by achieving breakthrough performance and we are excited to help you realize the same improvements.

To secure your 2 complimentary seats, [visit our website to complete the interest form](#), and one of our experts will reach out to confirm your registration and provide additional details. Please feel free to email me directly with any questions you may have, and I'll see you in Cape Coral!

Sincerely,



Chris Rozum | Founder & CEO



*Offer applies to new clients only. BPO and Technology industries are not eligible for participation in this course. Event is limited to 22 seats, additional applicants will be waitlisted.

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TRAINING & CERTIFICATION EVENT DETAILS

WHEN:

October 11-13, 2023

INVITEES:

2 Contact Center Leaders per Organization

WHERE:

Insite Headquarters
1336 SE 47th Street
Cape Coral, FL 33904

COST:

\$0 for two seats for training and certification
(valued at \$5,000)

*Organizations may register additional attendees for
\$2,500 per seat after exhausting offer.*

TRAINING AGENDA

Below is the schedule for each day of training.

Day 1	Day 2	Day 3
9:00am - 12:45pm <ul style="list-style-type: none">• Introduction & Overview• Planning for Change	8:30am - 12:15pm <ul style="list-style-type: none">• Visualizing Data with Run Charts• Utilizing Histograms to Categorize Performers	8:30am - 11:45am <ul style="list-style-type: none">• Effective Coaching• Understanding Samples Size Methodology
12:45pm - 1:15pm <ul style="list-style-type: none">• Catered Lunch	12:15pm - 12:45pm <ul style="list-style-type: none">• Catered Lunch	11:45am - 12:15pm <ul style="list-style-type: none">• Catered Lunch
1:15pm - 5:30pm <ul style="list-style-type: none">• Basic Statistics• Defining Metrics, Targets, and Relationships	12:45pm - 5:30pm <ul style="list-style-type: none">• Personality Styles• Using the DMAIC Methodology for Performance Improvement• Performance Culture	12:15pm - 3:30pm <ul style="list-style-type: none">• Utilizing Quality• Work at Home Practices and Challenges
6:00pm - 9:00pm <ul style="list-style-type: none">• Networking Happy Hour and Dinner Event		

ACCOMMODATIONS

For your convenience, we have made arrangements with two hotels for a discounted rate for our guests.

Hampton Inn & Suites

619 SE 47th Terrace
Cape Coral, FL 33904

PRICE: \$109/night plus tax

The Westin Cape Coral Resort

5951 Silver King Blvd.
Cape Coral, FL 33914

PRICE: \$224/night plus tax



WHAT IS THE CONTACT CENTER HUMAN OPERATIONS CERTIFICATION?

Contact Center Human Operations® Certification (ccHOPS) is for Contact Center Leaders who need to drive peak performance and innovation and want to learn how to turn data into actionable solutions. Unlike other certifications, ccHOPS applies the tools and principles proven to enable rapid operational improvements and business success to the distinct processes of the contact center world. Our proprietary curriculum is built upon:

- Lean, Six and Human Sigma
- Business process management methodologies specific to contact center functions
- Real contact center space metrics and examples for immediate application to your operation

ccHOPS CURRICULUM MODELS

- Introductions & Overview
- Planning for Change
- Basic Statistics
- Defining Metrics, Targets, and Relationships
- Visualizing Data with Run Charts
- Using Histograms to Categorize Performers
- Personality Styles
- Using DMAIC Methodology for Performance Improvement
- Performance Culture
- Effective Coaching
- Understanding Sample Size Methodology
- Utilizing Quality
- Work at Home Practices & Challenges

WHAT IS INCLUDED WITH THE TRAINING?

- Formal certification and plaque
- Lunch provided all three days
- Networking dinner event on day 1
- Exclusive access to our proprietary Excel add-in, ccStatSoft, an intuitive toolkit that expedites data analysis and visualization for identification of inefficiencies and high impact solutions that support critical contact center metrics

WHAT CAN ATTENDEES EXPECT TO GAIN?

Acquire the critical analytical and operational knowledge and skills required to optimize your contact center operations through positive change and process improvement. Our training will enable you to use data to root cause inefficiencies, drive initiatives with significant ROI and become a CC operations expert that can:



Rapidly improve operational efficiency and performance



Eliminate errors and waste for increased productivity and cost savings



Deliver quality products and services to boost customer satisfaction



Gain problem-solving and decision-making skills to turn opportunities into innovations



Map and improve processes to increase profitability



Position your business as the operational and performance benchmark of your industry

WHAT SETS ccHOPS APART FROM OTHER CONTACT CENTER CERTIFICATIONS?

- Utilization of Lean, Six, AND Human Sigma
- Incorporation of business process management (BPM) methodologies
- Proprietary process control algorithms specific to CC processes
- Focus on optimizing and continuously improving business processes to achieve organizational goals
- Designed specifically for application to the contact center world and translation to your specific operation
- Use of contact center specific metrics and real-world examples
- Hands on practice sessions that utilize YOUR data
- Rapid execution timelines with practical and actionable steps
- Stimulates creativity based on data and process intelligence

MEET OUR EXPERTS



Chris Arndt

CERTIFIED ccHOPS FACILITATOR

Chris' has spent nearly 20 years in the Contact Center world, working with BPOs, telecom, technology, healthcare, inbound/outbound, and financial services companies. He is a transformational leader and a Certified Sigma Facilitator, with a proven track record of driving CC performance excellence.



Chris Rozum

FOUNDER & CEO

Fueled by his passion for contact center training and process optimization, Chris formed Insite in 2007 and has driven the organization to become The Human Operations Experts®. Through process and data analytics, Chris has been personally responsible for solving some of the most complex contact center challenges in over 400 companies across the globe in 700+ cities in 14 countries, saving hundreds of millions of dollars in efficiency improvements worldwide.



Ashley Edmunds

CHIEF GROWTH OFFICER

Over her 17 years in the fashion industry, Ashley established expertise in crafting and implementing strategies from concept to consumer and developing and executing promotional launch plans for new products and categories, and managing multiple categories, across multiple brands and channels. She has driven profitable initiatives to grow product categories by leading cross-functional teams to successful product execution through collaboration and communication.

WHAT OUR CLIENTS SAY ABOUT ccHOPS TRAINING



ONE OF THE BEST INTERACTIVE COURSES AND INSTRUCTORS I HAVE EXPERIENCED IN MY CAREER!

"The content and breadth of applicable topics taught in the training will pay for itself many times over in efficiency savings alone. My management team now know how to execute using data in the correct way."

- Ted M., Monster Worldwide



WHAT OUR CLIENTS SAY ABOUT ccHOPS TRAINING

Hilton

I'M A BIG FAN OF CHRIS AND INSITE!

"The facilitator is not only tremendously knowledgeable but also quite down to earth and approachable with sharing his knowledge--he's was a fantastic presenter. The overall workshop was very well polished and provided a sizeable boost in my knowledge on how to optimize the business of call centers. The course was great and we, as attendees, were very well taken care of. I have no suggestions for improvement as I couldn't have asked for a more constructive experience. Thank you all!"

- Evan S., Hilton

HPONE

HEALTHPLANONE

I LIKED THAT THE COURSE WAS HANDS-ON AND INTERACTIVE!

"The facilitator called on various participants to share their experiences which gave us different point of views. My take aways with the examples in the course book - will have me diving deeper in my day to day operations for improvement. The dashboards DEFINITELY sparked my interest and I will be connecting with my executive leadership to learn more. Great opportunity looking forward to the next opportunity to attend!"

- Floretta S., HealthPlanOne

COX AUTOMOTIVE™

I ENJOYED THE COURSE MATERIAL SO MUCH, DIDN'T WANT IT TO END!

"Insite Managed Solutions is precisely what the business name says - insightful, management-oriented, and solution-providing. During my three days of attending ccHOPS, I was able to soak in a new perspective on subjects including the DMAIC process management model, change management, team member coaching, and reporting. I was very familiar with all of these topics; however, Chris, the facilitator, did a fantastic job linking everything together and providing an understanding that created value for my business. Chris also led other leaders and me in discussions that examined how we currently manage to improve processes and better support our people. I have attended other call-center courses, but ccHOPS offered by Insite was by far the best."

- Rene B., Cox Automotive

insite®

ABOUT INSITE

Insite Managed Solutions, LLC provides best-in-class contact center business management solutions to cross-industry clients across the globe. Founded in 2007, our passionate operations experts use unique and proprietary data-backed approaches to identify revenue and cost savings opportunities, optimize processes, and enhance the employee and customer journey. The Insite family is a network of experts from diverse backgrounds with expertise across industries, capabilities, organizational structures, and cultures.

We exceed client expectations by applying expert cross-industry knowledge of the science of operations to our versatile, adaptive, and effective solutions. We enable peak performance to drive innovation and enable business acceleration, propelling our clients to the forefront of their industries. In short, we provide a clear path to your success.

Our professional services enable innovation and deliver unprecedented results, accelerating success and propelling our clients to the forefront of their industries.

- Customer Experience
- Operations
- People Experience
- Vendor Management
- Engagement Centers, CX Outsourcing
- Data Analytics
- CX Technology

OUR CROSS-INDUSTRY EXPERIENCE

The Insite family is a network of experts from diverse backgrounds with expertise across industries, capabilities, organizational structures, and cultures. We exceed client expectations by applying expert cross-industry knowledge of the science of operations to our versatile, adaptive, and effective solutions. Our highly skilled operations professionals have designed, implemented, and managed optimized business processes, platforms, and people services within the fields of:

- Automotive
- Business Services
- Consumer Packaged Goods
- Entertainment (Gaming and Media)
- Insurance (Health, Medicaid/Medicare, Property & Casualty, and Specialty)
- Government
- Healthcare (People and Animals)
- Financial Services
- Technology Telecommunications
- Non-profit
- Utilities
- Private Equity
- Trades
- Travel & Hospitality



HOW WE DISTINGUISH OURSELVES FROM OTHER CONTACT CENTER OPERATIONS EXPERTS

We are an extension of your team, leveraging our extensive cross-industry experience, history of exceptional delivery and client loyalty, and support of your unique vision, your people, and your future, to provide versatile, adaptive and effective solutions. Our approach offers versatile, adaptive, and effective solutions for unprecedented and long-lasting improvements to produce rapid and sustainable results. In short, we provide a clear path to your success.

OUR HISTORY OF EXCEPTIONAL DELIVERY & CLIENT LOYALTY

We have earned a reputation for delivering industry-leading, best-in-class solutions to our clients of all sizes, maturities, and industries. Time and time again, our clients realize significant operational performance improvements with such speed and sustainability, that they choose to partner with Insite for their other optimization needs, across departments and phases of business development. As a result of our history of proven results, we celebrate that our first client remains an active client to this day.

WE SUPPORT YOUR UNIQUE VISION, YOUR PEOPLE, AND YOUR FUTURE

There are no cookie cutter solutions here. We believe that your solutions should be as unique and dynamic as your distinct operation. This means that every engagement begins with understanding your unique vision, people, operations, and your needs for continued success. Insiters are passionate about client relationships that foster immersion in and understanding of your distinct functions, culture, values, and goals to enable the comprehensive communication required to read you the roadmap while you drive.

WE ARE AN EXTENSION OF YOUR TEAM

Our clients have never referred to us as their “Consulting Partner.” Instead, they refer to us as a part of their team. We don’t just identify and root cause your challenges. We roll up our sleeves and actively work side-by-side with your team members to strategize implementation, executive solutions, and ensure successful enablement of lasting results.

ACTIONABLE SOLUTIONS FOR STRATEGY EXECUTION

Consulting and identification of your pain points is only the very beginning of our capabilities to support the journey to your success. Our team provides comprehensive prioritized opportunities and actionable solutions backed by data that both qualifies and quantifies the impact of implementation.

INDEPENDENT & OBJECTIVE SUPPORT

Insite is independent of the outsourcing community, platforms, and technology providers. Being an independent firm offers an objective solution that eliminates competitive conflict.



HOW WE DISTINGUISH OURSELVES FROM OTHER CONTACT CENTER OPERATIONS EXPERTS

QUANTIFIABLE IMPACT

Our approach leverages data as our guarantee. And data doesn't lie. Our customized scientific strategies are developed by applying our clients' unique data to industry trends and benchmarks to determine the quickest and most efficient ways to drive return on investment. We provide quick hits for rapid improvements, a clear strategy for translation to day-to-day operations, prioritized opportunities, and blueprints for peak performance.

OUR HISTORY OF EXCEPTIONAL DELIVERY & CLIENT LOYALTY

We leverage onshore, offshore, and nearshore resources as appropriate to see your vision through to fruition. Our global capability strategy supports our ability to fulfill the distinct operational function requirements that your business requires to optimize performance, provide unparalleled service, and create opportunity for you to shift focus from improvement to expansion.

WE ARE AN EXTENSION OF YOUR TEAM

We have applied the science of data operations to the distinct work and environments of contact center and back-office-operations to provide practical solutions with industry-specific applications. Our focused approach delivers rapid results by applying applicable statistics, methodologies, and tools to improve performance across functional areas.

