



Customer Operations Performance Framework Practice Training Course

15 – 19 February 2027
Kuala Lumpur

Customer Operations Performance Framework Practice Training Course

Ref: 696_153154 **Date:** 15 – 19 February 2027 **Location:** Kuala Lumpur **Fees:** 5200 Euro

Overview

Customer Operations Performance Framework Practice Training Course is a five-day foundation course for contact-center operations managers, customer-experience leaders, quality managers, workforce planners, and performance analysts who leave with an Operations Performance Improvement Map. Participants use the COPC Customer Experience CX Standard Release 8.0 as a public reference to connect leadership and planning, people, processes, service journeys, measures, quality, cost, efficiency, and improvement. Agile Leaders Training Center connects customer operations performance with practical operating reviews.

Who Should Attend

- Teams responsible for contact-center and customer-operations performance
- Leaders responsible for customer-experience operating objectives
- Quality teams responsible for process and measurement controls
- Workforce teams responsible for staffing, capability, and service delivery
- Analysts responsible for performance reporting and improvement evidence

The course assumes participants already work with customer operations data or processes and leaves out official COPC training, certification preparation, generic customer service skills, and detailed technology implementation.

Departments and Industries

The course supports departments and industries that manage customer contacts across human-assisted and digital channels.

- Contact centers, customer operations, quality, and workforce management
- Banking, insurance, utilities, and telecommunications
- Retail, e-commerce, hospitality, and transport
- Healthcare administration, education services, and public-facing operations
- Outsourcing, technical support, and shared services

Learning Objectives

By the end of this course, participants will be able to:



- Analyze customer-operations objectives and stakeholder requirements
- Apply leadership, planning, people, process, and performance concepts
- Build service-journey and process performance maps
- Use metric definitions and data-integrity checks
- Evaluate quality, service, cost, productivity, and customer results
- Prioritize gaps and create an improvement roadmap

Course Agenda

Day 1: Framework and Operating Direction

- COPC CX Standard Release 8.0 Orientation Map
- Customer Operations Scope Canvas
- Stakeholder Requirement Register
- Operating Objective Alignment Grid
- Leadership and Planning Evidence Checklist

Day 2: People and Workforce Enablement

- Role and Competency Requirement Matrix
- Recruitment and Selection Process Map
- Training Quality and Readiness Checklist
- Workforce Capacity Assumption Sheet
- Employee Performance Support Review

Day 3: Service Journeys and Processes

- Service Journey Boundary Map
- Key Customer Process Inventory
- Key Support Process Dependency Grid
- Human-Digital Handoff Review
- Process Control Evidence Record

Day 4: Measures and Performance Review

- Metric Definition Card
- Data Integrity Validation Checklist
- Quality-Service-Cost Balance Matrix
- Performance Trend Review Board
- Root-Cause and Corrective Action Log



Day 5: Customer Operations Performance Practice

- Exercise: Align Objectives and Stakeholder Requirements
- Exercise: Map a Service Journey and Process Dependencies
- Exercise: Validate Measures and Performance Evidence
- Exercise: Prioritize People, Process, and Result Gaps
- Capstone: Operations Performance Improvement Map

Practical Exercises

The course uses banking, retail, utilities, and technical-support scenarios to connect framework concepts with operating evidence.

- Suggested activity: translate stakeholder requirements into measurable customer-operations objectives.
- Suggested activity: map a service journey across human-assisted and digital channels with process dependencies.
- Suggested activity: test metric definitions, source ownership, calculation rules, and data-integrity controls.
- Suggested activity: rank performance gaps and assign improvement actions, evidence, and review points.

FAQs

Who suits customer operations performance training, and what does it assume?

Operations, customer-experience, quality, workforce, and analytics teams suit the training; it assumes practical exposure to customer operations processes or performance information.

How does customer operations performance training differ from general contact-center management?

Customer operations performance training connects operating direction, people, processes, service journeys, measures, and improvement evidence, while general contact-center management covers a wider range of supervisory and service-delivery duties.

What is the COPC Customer Experience Standard used for?

The COPC Customer Experience Standard is used as a performance-management reference for customer operations, combining operating processes, metrics, service journeys, people, technology, and sustained results.



Why balance quality, service, cost, and productivity measures?

Balancing quality, service, cost, and productivity measures helps teams identify tradeoffs and avoid improving one result while weakening another.

How does a customer operations gap assessment support improvement?

A gap assessment supports improvement by comparing current practices and results with defined requirements, then prioritizing actions, owners, evidence, and review points.

Conclusion

Participants leave with an Operations Performance Improvement Map containing objectives, stakeholder requirements, service journeys, process dependencies, people evidence, metric definitions, performance gaps, and prioritized actions. The map gives managers a structured basis for operating reviews. It connects improvement decisions with traceable measures and evidence.