

Call Center Excellence LEADING HIGH- PERFORMANCE CONTACT CENTERS IN THE DIGITAL ERA



NOV 18, 2026



9:00 AM TO 5:30 PM



NIBAF, PAKISTAN (ISLAMABAD)

LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Understand the fundamentals of modern omnichannel contact center management.
- Conduct effective operational analysis and track core performance KPIs.
- Structure appropriate caller resolution workflows according to clients' requirements.
- Identify, assess, monitor, and mitigate key digital fraud and security risks.
- Apply relevant State Bank of Pakistan consumer protection and compliance regulations.
- Strengthen call quality monitoring, compliance tracking, and early warning fraud systems.
- Improve decision-making in workforce scheduling and resource approval processes.

TARGET AUDIENCE

This program is designed for:

- Call Center Managers / Heads of Contact Centers
- Team Leads and Shift Supervisors
- Floor Managers and Operations Coordinators
- Quality Assurance (QA) Professionals and Analysts
- Customer Experience (CX) Specialists
- Digital Banking and Fintech Support Staff
- Customer Service Compliance and Internal Auditors
- Management Trainees assigned to Alternate Delivery Channels (ADC)

MODULES

- Overview of Call Center Evolution and Digital Banking Infrastructure
- Contact Center Governance Framework and Performance Matrix

- Understanding Callers, Customer Archetypes, and Evolving Expectations
- Operational Analysis and the Core KPIs of Call Center Management
- Process of Resolving Caller Issues and Workflow Mapping
- Contact Center Capability Structuring Techniques
- Queue and Workforce Management (AHT, FCR, and Occupancy)
- Call Quality Rating and Internal QA Assessments
- State Bank of Pakistan Consumer Protection and Compliance Regulations
- Data-Driven Floor Management and Leadership Approval Processes
- Escalation Monitoring and Call Portfolio Management
- Early Warning Signals, Red Flags in Digital Fraud, and Risk Mitigation Techniques
- Crisis Management, Interruption Handling, and Business Continuity Actions
- Emerging Trends in Digital Contact Centers and AI Automation
- Integrated Case Study and Live Floor Troubleshooting Simulation

TRAINER

Mr. Omer Afzal

Digital Financial Services Leader & Corporate Trainer

- **Expertise:** 20+ years driving large-scale digital transformation, product innovation, and revenue growth across Mobile Banking, Fintech ecosystems, Payment Gateways, Payment Apps, POS networks, and Wallets.
- **Track Record:** Highly accomplished industry practitioner renowned for running impactful, interactive workshops at NIBAF Pakistan that bridge complex digital operations with practical, team-level execution.



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