



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Agent Management Principles For Handling Agents Training

Law, Military Science and Security / Sovereignty of the State

Unit Standard 117381 · NQF Level 6 · 35 Credits · 32 Days

COURSE OVERVIEW

This course equips managers and team leaders with the principles and techniques required to effectively handle and support agents in a contact centre or service environment. It focuses on performance management, coaching, conflict resolution, and fostering a positive agent experience to drive productivity and service quality.

Category	Law, Military Science and Security
Subfield	Sovereignty of the State
Unit Standard	117381
Accreditation	SAQA Accredited · NQF Level 6 · 35 Credits
Duration	32 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply management principles to assign tasks, set performance targets, and monitor agent performance.
- Demonstrate effective coaching and feedback techniques to improve agent skills and motivation.
- Analyze agent behaviour and performance data to identify areas for development and intervention.
- Implement strategies for conflict resolution and handling difficult agent situations.
- Evaluate the impact of management practices on agent engagement and retention.
- Design a personal action plan to enhance agent management effectiveness.

WHO SHOULD ATTEND

- This course is designed for team leaders, supervisors, and managers who are responsible for overseeing agents in contact centres, customer service departments, or sales teams.

COURSE OUTLINE

Day 1: Introduction to Agent Management and the Training Context

- Overview of the course structure and learning outcomes.
- The agent management landscape: call centres, sales, and service.
- Key competencies for managing agents.
- Introduction to SAQA and Unit Standard 117381.
- Ethical considerations and professionalism.

Day 2: Understanding Agent Psychology and Motivation

- Theories of motivation in the workplace.
- The psychological contract between manager and agent.
- Creating a motivating work environment.
- Practical exercises: case studies on motivation.
- Individual differences and their impact on motivation.

Day 3: Effective Communication Skills for Agent Managers

- Principles of effective communication.
- Barriers to communication and how to overcome them.
- Non-verbal communication and emotional intelligence.
- Role-playing: giving feedback and handling difficult conversations.
- Written communication: emails, reports, and documentation.

Day 4: Performance Management Fundamentals

- The performance management cycle: planning, monitoring, reviewing.
- Defining KPIs for agents: quality, productivity, customer satisfaction.
- Performance appraisal methods: rating scales, 360-degree feedback.
- Case study: handling a performance improvement plan.
- Legal considerations in performance management.

Day 5: Coaching and Developing Agents

- The role of coaching in agent development.
- GROW model: Goal, Reality, Options, Will.
- Conducting effective coaching sessions.
- Developing skills: product knowledge, soft skills, technical skills.
- Tools for tracking development progress.

Day 6: Training Needs Analysis and Programme Design

- Steps in conducting a TNA: organisational, task, individual analysis.
- Designing learning objectives and outcomes.
- Selecting training methods: on-the-job, classroom, e-learning.
- Kirkpatrick's four levels of evaluation.
- Practical: create a mini-training plan.

Day 7: Facilitating Agent Training Sessions

- Adult learning theory: andragogy vs. pedagogy.
- Facilitation techniques: icebreakers, group work, role-plays.
- Managing time and resources during training.
- Dealing with resistant or disruptive learners.

- Using visual aids, slides, and e-learning tools.

Day 8: Managing Agent Performance Data and Analytics

- Data sources: CRM, call recording, quality monitoring.
- Key metrics: average handle time, first call resolution, conversion rates.
- Data visualisation and reporting tools.
- Practical: analyse a sample dataset and draw conclusions.
- Ethical use of data and privacy considerations.

Day 9: Quality Assurance and Compliance in Agent Management

- Designing a QA framework: scorecards, calibration.
- Regulatory requirements: POPIA, CPA, FICA.
- Conducting quality audits and providing feedback.
- Calibration sessions to ensure consistency.
- Integrating QA with performance management.

Day 10: Conflict Resolution and Problem-Solving

- Types of conflict: interpersonal, task, process.
- Conflict resolution styles: competing, collaborating, compromising.
- Steps in mediation: preparation, discussion, agreement.
- Problem-solving techniques: root cause analysis, brainstorming.
- Role-play: resolving a team conflict.

Day 11: Building and Leading High-Performance Teams

- Tuckman's stages: forming, storming, norming, performing, adjourning.
- Characteristics of high-performance teams.
- Delegation principles and best practices.
- Team-building activities and their benefits.
- Creating a culture of recognition.

Day 12: Change Management and Adaptability

- The nature of change in contact centres and sales environments.
- Kotter's 8-step change model.
- ADKAR model: Awareness, Desire, Knowledge, Ability, Reinforcement.
- Communication strategies during change.
- Practical: create a change management plan.

Day 13: Time Management and Prioritisation for Managers

- Time management principles for managers.
- Eisenhower Matrix: urgent vs. important.
- Setting boundaries and saying no.
- Tools: calendars, to-do lists, project management software.
- Balancing management duties with own workload.

Day 14: Recruitment and Onboarding of Agents

- Recruitment process: sourcing, screening, interviewing.
- Competency-based interviewing techniques.
- Legal aspects: employment equity, background checks.
- Onboarding components: orientation, training, buddy system.
- Measuring onboarding success.

Day 15: Employee Wellness and Stress Management

- Sources of stress in agent roles: high volume, difficult customers.
- Burnout prevention strategies.
- Wellness programmes: fitness, counselling, flexible work.
- Mental health first aid and resources.
- Case study: developing a wellness plan.

Day 16: Diversity and Inclusion in Agent Management

- Dimensions of diversity: race, gender, age, disability.
- Unconscious bias and microaggressions.
- Inclusive language and behaviour.
- Employment Equity Act and affirmative action.
- Practical: creating an inclusion action plan.

Day 17: Technology and Tools for Agent Management

- Overview of contact centre technologies.
- Workforce management: forecasting, scheduling, adherence.
- CRM systems and their role in agent management.
- AI and automation: chatbots, sentiment analysis.
- Change management for technology adoption.

Day 18: Strategic Planning and Alignment

- Strategic planning process: vision, mission, goals.
- SWOT analysis for agent management.
- Balanced scorecard approach.
- Cascading objectives from organisation to team.
- Practical: draft a strategic plan for a team.

Day 19: Advanced Coaching and Mentoring Techniques

- Advanced coaching models: OSCAR, CLEAR.
- Mentoring vs. coaching: when to use each.
- Psychometric tools: MBTI, DISC, StrengthsFinder.
- Measuring coaching effectiveness.
- Creating a coaching culture.

Day 20: Integration, Assessment, and Action Planning

- Review of key learnings from the course.
- Case study: comprehensive agent management scenario.
- Summative assessment: written test and practical exercise.
- Creating an action plan: goals, timelines, resources.
- Course evaluation and feedback.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **35 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 101,400.00	R 101,400.00
1	In-House	R 131,900.00	R 131,900.00
1	On-Campus (Pretoria)	R 152,100.00	R 152,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	22 Sep 2026	On-Campus	Dubai, UAE
11 Aug 2026	23 Sep 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	24 Sep 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	25 Sep 2026	On-Campus	Durban, South Africa
13 Aug 2026	25 Sep 2026	On-Campus	Mauritius
14 Aug 2026	28 Sep 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	29 Sep 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	30 Sep 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117381) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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