

CCMA Academy Course Catalogue

2025



Contents

About CCMA Academy	2
Ways to learn	3
The CCMA Academy Experience	4
Virtual Learning	5
Frontline Colleague Courses	5
Specialist Skills	7
Management Courses	9
90-Minute Training	10
In-Person Training	11
Workshops	13
Bespoke Training	13
Onsite Training	15
Certifications	15

About CCMA Academy

Your Contact Centre Training Partner

As a contact centre industry professional, you're always looking for opportunities to learn, to do things differently, better, and to find out how others are tackling the challenges you face every day.

We're here to support you on this quest. Either through simply plugging into your existing training programmes to fill the gaps, or being your total contact centre training partner, we provide learning through short virtual training courses, face-to-face workshops, onsite training and certifications.

From operational best practice to soft skills required in the contact centre environment, for frontline colleagues to senior leaders, there is a course to help strengthen your capability. Every course includes an assessment to test the learning and every delegate will receive a digital certificate. All training courses count towards CPD (continuous professional development).

The CCMA Academy is part of the CCMA (Contact Centre Management Association) and is formally registered under the UK Register of Learning Providers.



Ways to Learn

Virtual Learning

Short, interactive and live training that you can book one or more members of the team to attend. The library of virtual learning courses is extensive.

Workshops

In-person training open to all and hosted at a contact centre site, one-day workshops give you an immersive experience and the opportunity to build new friendships.

Onsite Training

Our trainers come to your site and train your teams. Whether delivering the same short course several times, or building a custom programme, we find out what you need and build the package to suit you.

Certifications

These structured training programmes are delivered over several months. Celebrate with a graduation and a CCMA Accredited certificate at the end of the programme.



The CCMA Academy Experience

Accredited The CCMA brings experience, authority and credibility to the Academy with all courses CCMA accredited.

Experienced We have the best, most experienced, and most respected trainers in the industry, with great track records.

Quality Whatever the delivery mechanism, the content is based on theory and practical-based scenarios and includes the use of tools and techniques that help embed the learning.

Interactive Whether online or in person, our courses are interactive and highly engaging with great networking opportunities, delivering more value than the course outcomes.

Comprehensive Our courses cover the full range of skills (hard and soft) and knowledge for contact centre leaders and their teams, delivered in different ways to suit the customer.

End-to-end We support the contact centre operational career pathway from the confident advisor to knowledgeable specialist, to an excelling contact centre manager and successful strategic leader.

20% discount on courses
for CCMA members

Join Today →

VIRTUAL LEARNING

Frontline Colleague Courses

Short, interactive and live training that you can book one or more members of the team to attend. The library of virtual learning courses is extensive and is suitable for those on the frontline.



How to Boost your Resilience

Learn to improve and manage your resilience to maintain your mental state and prevent burnout.

- Understand what resilience is and why it's important
- Look at the effects of physiology and mindset
- Learn valuable strategies to increase your own resilience

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)



“It was engaging and interactive and was
suitable for all learning types!”

Operations Manager, ArvatoConnect

VIRTUAL LEARNING

Specialist Skills Courses

These targeted courses are designed to enhance the expertise of contact centre professionals at all levels. From complaints to social media to resource planning, we have something for you.



Better Complaint Responses

Learn how you and your team can sound more human, open, and sincere in speech and writing to stop complaints from escalating.

- Explore the Desire for Consumer Vengeance and how to deal with it
- Learn how to be more human and empathetic in your responses
- Get to the bottom of why customers complain

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)

Mastering Social Media Customer Service

Social media is a critical tool for delivering great customer service. Get prepared to serve customers on Facebook, Instagram, Twitter and WhatsApp.

- Better manage customer expectations and conversations on social media
- Understand best practice for responding to social media queries
- Prepare internal guidelines for a consistent tone of voice across accounts

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)



“Speaking to other professionals who are doing similar roles helped to share that experience.”

Sales Manager, G-Touring

Specialist Skills Courses



Quality Assurance in the Contact Centre

Learn how to create a quality framework that gives you the insights you need to drive performance and transformation.

- Learn the fundamentals of best practice in quality monitoring
- Gain a greater cross-industry perspective on quality
- Develop awareness of the impact that we have on our customers

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)

Understanding Neurodiversity

This bite-size awareness session gives an introductory understanding of neurodiversity and how to support your teams.

- Gain a better understanding of neurodiversity and its presentations
- Understand how work can have an impact on neurodiverse individuals
- Discover the appropriate services you are able to access

Price: £225 + VAT (20% discount for CCMA members)

[Book Now](#)



Management Courses

Take the next step up with our management courses, catered for all entry levels from experienced managers reaching for excellence, or for those with some experience.



Coaching with Confidence

Effective coaching can improve performance by 84% and make staff twice as likely to stay. Now's the time to transform your leadership approach.

- Understand what coaching, training and performance management entails
- Explore the GROW coaching model and skills required to coach effectively
- Demonstrate delivery of a coaching session through practice/demo

Price: £425 + VAT (20% discount for CCMA members)

[Book Now](#)

Mastering the Art of Feedback

Learn how to give feedback to enable and empower, so that you never dread or avoid giving feedback again.

- Understand the impact of feedback on self-development
- Know how to use a range of models when giving feedback
- Learn to adapt your approach when feeding back remotely

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)



Effective Performance Management

Effective performance management of your team is critical. In this course, understand what drives a performance culture and the role you play in this.

- Recognise the part a leader plays in creating a performance driven culture
- Understand the key components of performance management
- Learn how to conduct a positive feedback session in person and remotely

Price: £425 + VAT (20% discount for CCMA members)

[Book Now](#)

Management Courses



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[Book Now](#)

How to Boost your Resilience

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- Understand what resilience is and why it's important
- Look at the effects of physiology and mindset
- Learn valuable strategies to increase your own resilience

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)



Everyone Can Ideate

Embrace innovation, elevate customer experiences and propel your business ahead in a competitive market with this course.

- Understand the strategic significance of innovation and why it is crucial
- Acquire knowledge of tools and techniques and their practical applications
- Implement innovation processes and principles in your contact centre

Price: From £275 + VAT (20% discount for CCMA members)

[Book Now](#)

Management Courses



AI Deployment - Taking the First Steps

The course is designed to help organisations who are still exploring how AI can help their business and are looking to expand their AI capabilities.

- Know the differences between simple chatbots and highly effective IVAs
- Learn the importance of defining the problem(s) you're trying to solve
- Explore the implementation steps from initial testing to production

Price: £375 + VAT (20% discount for CCMA members)

[Book Now](#)

90-Minute Training for Leaders



In just 90 minutes, you can sharpen the skills that make a real difference in the contact centre. These online courses focus on practical strategies you can use immediately to improve interactions, boost confidence, and make your day-to-day work more effective.

Price: £90 + VAT for members, £113 + VAT for non-members

[Book Now](#)

IN-PERSON TRAINING

Workshops

Whether you're quite new to managing a team, or you are an experienced leader in the contact centre, our workshops are designed to help you develop your skills. Our expert-led workshops are engaging and interactive, and provide the tools and insights needed to excel.

Leading for High Performance

Empower your leaders and give them the opportunity to learn and develop new skills on this one day workshop. This in-person training course will provide contact centre managers and team leaders with practical skills for effective performance management.

Delegates will learn skills and techniques for managing a team in the office, hybrid or remotely, how to create a performance driven culture, the use of KPIs to motivate and how to manage underperformance.

Course content includes:

- Your role as leader - how can you impact the performance of your team?
- How do you manage performance?
- Recognising your brilliant team
- Assessing and developing your team's capabilities and motivation
- Formal reviews - preparation is key!

Price: £450 + VAT per person (20% discount for CCMA members)

[Enquire Now](#)



Workshops

Engaging and Motivating your Team

Managing a diverse team of individuals with different backgrounds and personalities in pursuit of shared standards, values and goals can be very challenging. What works for one person may not work for another.

This course is designed to work with your existing processes to help those leading and responsible for employee engagement. Gain an understanding as to why people are motivated in different ways and learn useful and practical models to support engagement.

You will learn techniques, ideas and models to help provide creative ways to motivate, support and engage team members.

Price: £450 + VAT per person (20% discount for CCMA members)

[Enquire Now](#)



“Lots of useful information and detail, I took away some good learning points.”

Quality Analyst, UK Power Networks

Onsite Training

All of our training courses are available as onsite training. What that means is, if there is a training course in the library that you'd like to put your team through, we can provide the course exclusively to you, on a date that works for you, either virtually or at your offices, at a discounted rate.

Why not take a look at...

Customer Excellence

Customer expectations today are higher than ever, and so is the competition among the businesses that want their custom. It's important for the frontline to know how to build a great rapport and high level of trust with customers.

This full day face-to-face training workshop explores various aspects of the frontline role and how to deliver a first-class customer experience.

Price: £2,400 + VAT for up to 12 people
(Members receive a 20% discount)

[Enquire Now](#)



Team Building Through Experiential Learning

Build a high performing and effective team using experiential learning to develop key team-player attributes.

These engaging team events drive the collaboration, communication and leadership skills required to thrive in a busy contact centre operation. This is essential learning in a fun way.

Price: Price on request

[Enquire Now](#)



BESPOKE TRAINING

Onsite Training

Telling the Story Using Insights

There is so much data available in contact centre environments, however, what is important to your business area? And how does this impact your CX and EX?

This workshop will provide contact centre leaders with the skills to enable them to provide recommendations in line with your organisation change process, in order to influence and drive Improvements for the future.

By the end of the workshop, build the confidence to recognise opportunities, drive change and use data to understand performance to tell a story.

Price: £3,600 + VAT for up to 12 people (20% discount for CCMA members)

[Enquire Now](#)



Certifications

These structured training programmes are delivered over six months. At the end of the programme, celebrate with a graduation and a CCMA Accredited certificate.

CCMA Futures: Leadership Programme

Designed to build confident, effective leaders, this programme supports the next generation of talent across the contact centre industry.

Over six months, participants take part in:

- Seven immersive workshops that provide a collaborative, practical space to explore new approaches to leadership.
- Two one-to-one coaching sessions that help embed learning, reinforce key skills, and apply insights to real workplace challenges.
- Six focused modules that develop essential leadership capabilities step by step, from personal impact and coaching with confidence to effective planning, high performance, having great conversations, and engaging people.

The next open cohort begins 21 January 2026 in London, and the programme is also available in-house for groups of five or more.

For more information, email colette@ccma.org.uk or [enquire now online](#)



“It’s enhanced my skills in all aspects of being a team leader. It made me put into perspective my own teaching and coaching skills.”

Customer Service Team Leader, Valda Energy

To book a course, find out more, or
to discuss you or your teams'
training needs, contact us:

e: info@ccma.org.uk

t: 0333 939 9964

w: ccma.org.uk/academy