



MANITOBA CUSTOMER CONTACT ASSOCIATION

membership

MCCA

creating a culture of excellence

1. WHO WE ARE
2. MEMBERSHIP BENEFITS
3. AWARENESS
4. ENGAGEMENT
5. EDUCATION





WHO WE ARE

all in ... for a stronger and more successful
customer contact service Industry



we are

- an Industry association comprised of Manitoba companies and organizations associated with the customer contact service sector;
- coordinating training and networking opportunities to ensure the necessary skills are developed to meet the needs of a growing and dynamic sector;
- committed to educating the public and creating career awareness;
- promoting the Industry as one where careers begin and develop into a successful future.

OUR GOAL

turn new members into enthusiastic members



**SATISFIED
MEMBERS**



**LOYAL
MEMBERS**



**“ENTHUSIASTIC
AMBASSADORS” OF MCCA**

MCCA is committed to: excellence through education, leadership with integrity,
and community professionalism.

OUR INVESTMENT PROMISE

working on your behalf

FOCUS ON LONG TERM ISSUES AND STRATEGIC VISION

WE WILL....

- deliver programming to support employee development
- facilitate partnerships that support attraction to the industry
- promote the industry as one offering rewarding careers
- commit to ensuring long-term sustainability





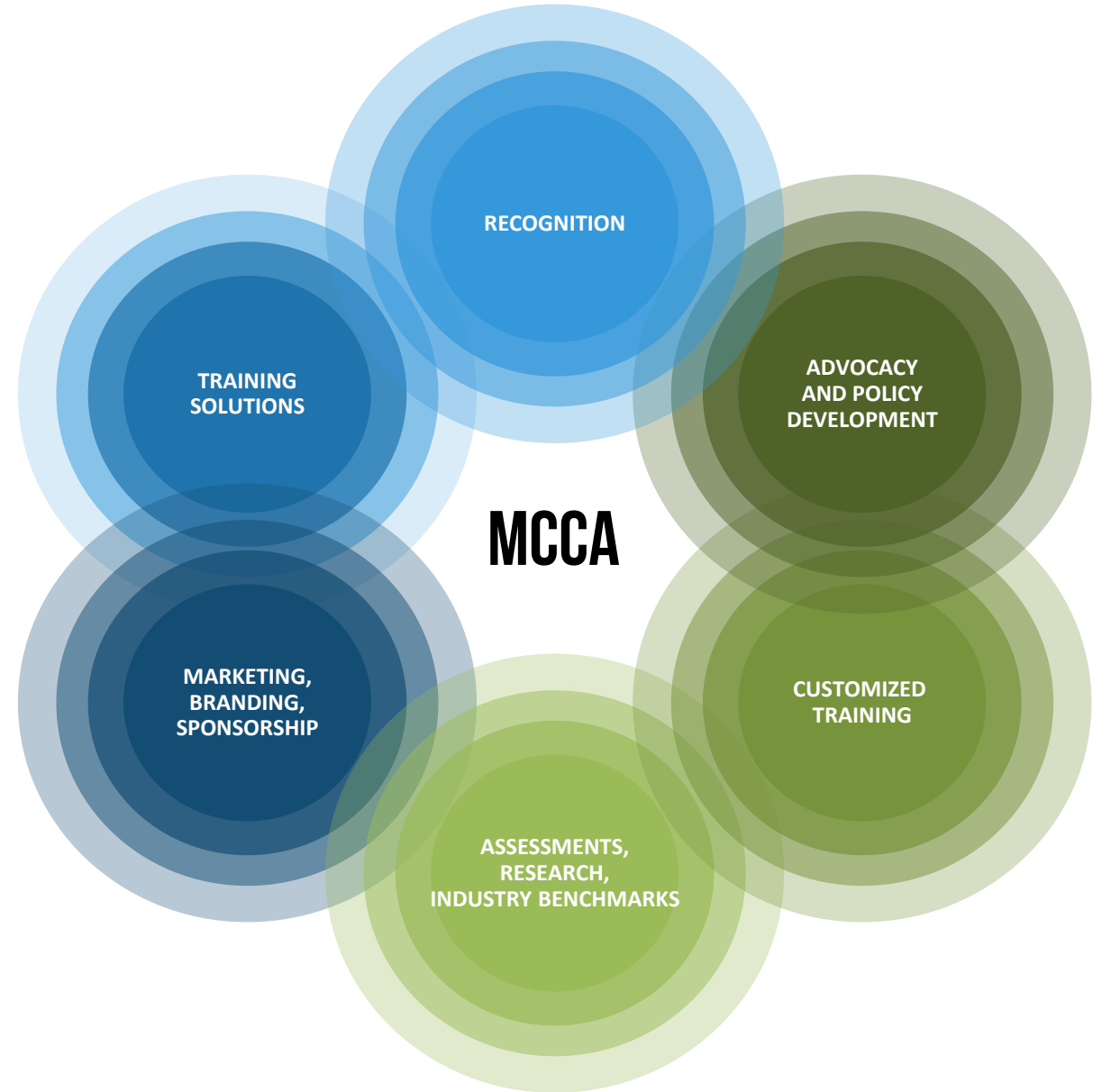
MEMBERSHIP BENEFITS

partnership | collaboration

MEMBERSHIP BENEFITS

partnership | collaboration

MCCA COMMITS TO IMPLEMENTING STRATEGIES THAT PROVIDE YOUR ORGANIZATION WITH A WIDE RANGE OF SERVICES TO HELP PROMOTE AND GROW YOUR BUSINESS.



MEMBERSHIP BASICS

more than just a membership



OUR INVESTMENT
PROMISE TO YOU



POSITIVE RETURN ON
INVESTMENT

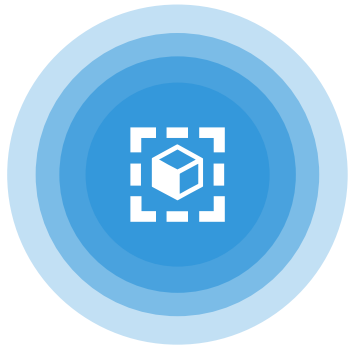


WINNING MEMBERS'
HEARTS AND MINDS

Winning the **Hearts and Minds** of our **Members**

MEMBERSHIP BASICS

the journey



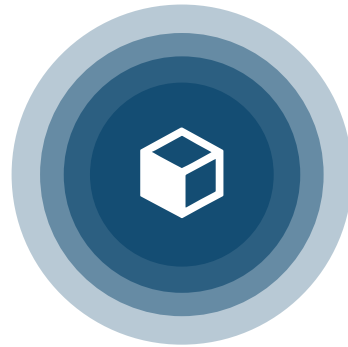
AWARENESS

Members identify their requirements



EVALUATION

Members consider the offer



DECISION

Members buy in with the expectation that membership will meet their requirements



RETENTION

Satisfied members are interested in other products/ services we offer



RECOMMENDATION

After multiple interactions, members become loyal and recommend MCCA

A blue-tinted background image showing a row of call center agents wearing headsets, looking down at their workstations.

AWARENESS

creating a culture of excellence

AWARENESS

all in for a stronger and more successful customer contact service industry

Customer
Attraction
Brand Image
Sales
Retention
Product Delivery
Experience



Strategy
Perception
Careers
Trends
Issues
Research
Future



ENGAGEMENT

getting involved

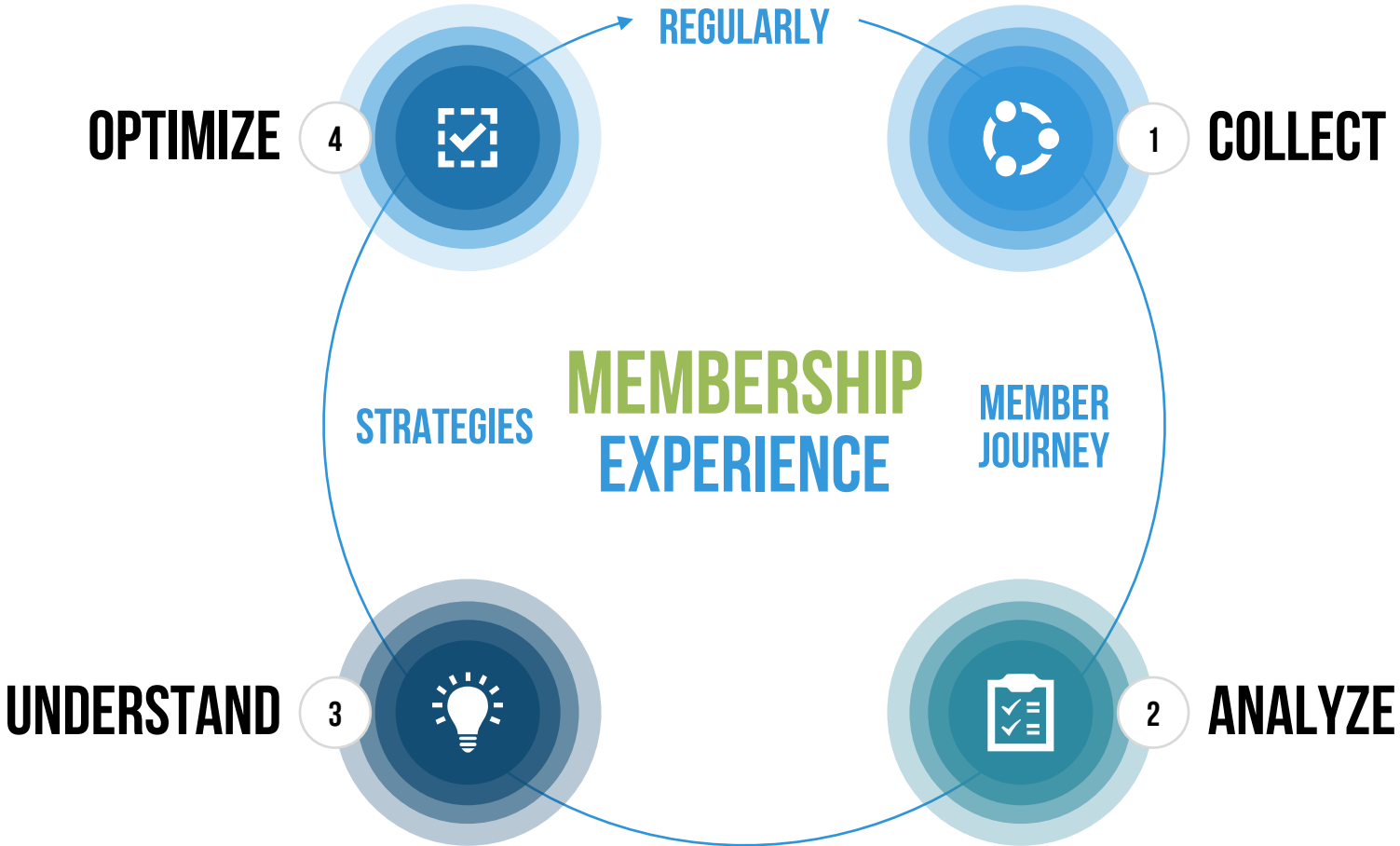
HOW YOU CAN PARTICIPATE

together we win



STRATEGIES

engagement management is a dynamic process



EDUCATION

create your action plan for success

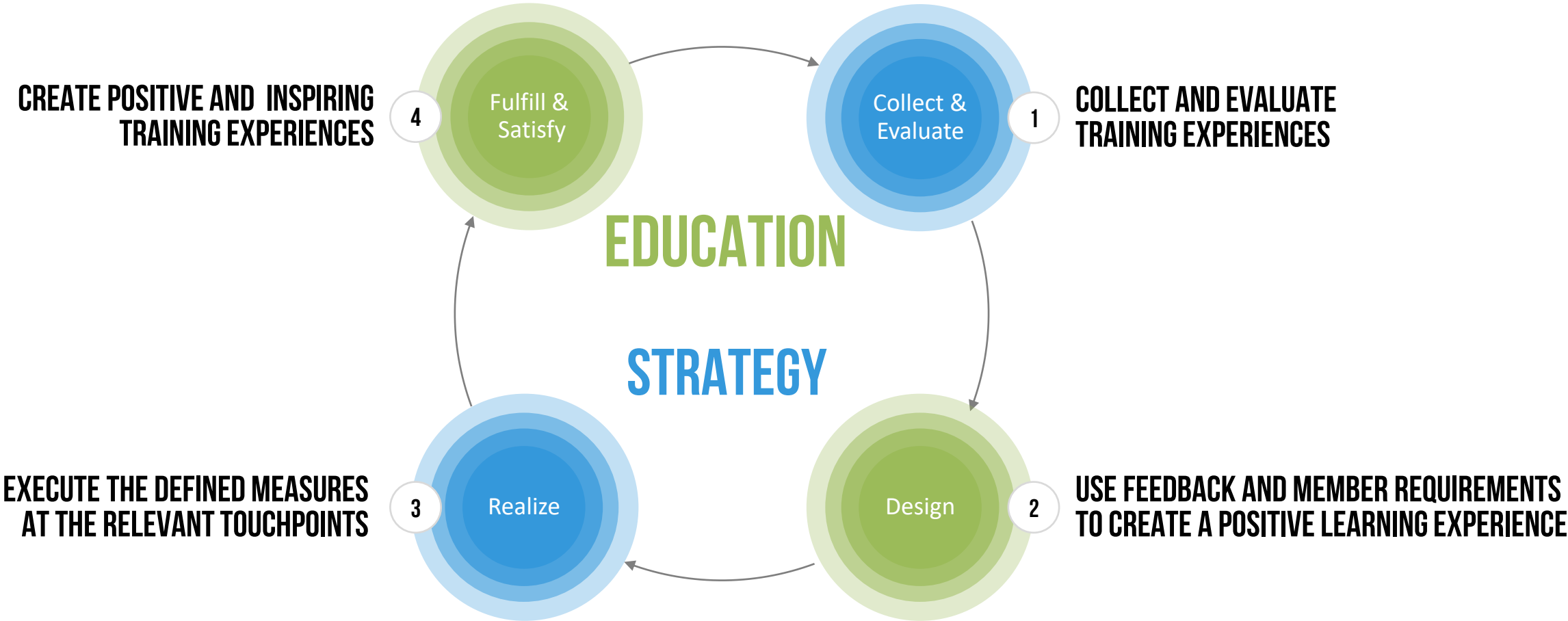
SET FOR SUCCESS

incorporate training as part of your cultural landscape

| | | | |
|---|---|---|--|
| <p>SET FOR SUCCESS HOW WE CAN HELP</p> | <p>1. LEADERSHIP COURSES</p> <p>Building Better Leaders Building Better Supervisors Women in Leadership</p> | <p>2. WORKFORCE DEVELOPMENT TRAINING</p> <p>Customer Service Sales Professional Fishy Business and more!</p> | <p>3. HUMAN RESOURCE TRAINING</p> <p>Provides knowledge and skills to leverage a reflecting, thinking, and planning process.</p> <p>Creates a personal development plan to accelerate your individual career goals.</p> |
| <p>4. CERTIFICATE IN APPLIED MANAGEMENT</p> <p>Customer Relationship Management Operations Management Leadership Skills for Customer Service Managers Skills for Managing Customer Service Performance</p> | <p>5. CUSTOMIZED TRAINING</p> <p>Create a plan of action based on your business priorities</p> <p>Leverage your potential with customized training</p> | <p>6. WEBINARS</p> <p>Building Trust Coaching and Feedback Effective Communication Scary Customers and more!</p> | <p>7. LUNCH AND LEARNS</p> <p>Be There Delegation Navigating Conflict Platinum Rule and more!</p> |

STRATEGIES

our model



TOGETHER WE WIN

it takes a team to build a community

START THE CONVERSATION

We are eager to start the dialogue on how we can best support your team.

Contact us today!

MEMBERSHIP APPROVED

As a member, you are part of a network of customer service professionals across Manitoba, directly involved in shaping the customer contact service Industry in Manitoba.

Your membership support ensures growth and sustainability for a thriving and dynamic customer contact service community.



Contact information:

training: events@mcca.mb.ca

membership: bruce@mcca.mb.ca

general: ask@mcca.mb.ca