Exam Name - Certified Call Centre Manager (CCCM)™

Sample Exam

1. What's the primary role of a call centre manager?

   A. Handling every difficult call personally

   B. Ensuring adherence to KPIs, supporting agents, and optimizing operations

   C. Writing all call scripts independently

   D. Taking over agent tasks when busy

   Answer **B**

2. Which KPI best reflects operational efficiency?

   A. Average Handle Time (AHT)

   B. Customer Satisfaction (CSAT)

   C. Net Promoter Score (NPS)

   D. Number of agents on break

   Answer **A**

3. What's a best practice when forecasting call volume?

   A. Guess based on gut feel

   B. Use historical data, seasonality, and campaign schedules

   C. Base staffing only on today's figures

   D. Match staffing to highest-call month always

   Answer **B**

4. AHT increases sharply—what should you investigate first?

A. Agent productivity

B. System issues and process bottlenecks

C. Customer complaints

D. Who's absent today

Answer **B**

5. When calibrating quality assessments, managers should:

A. Let each quality auditor set their own criteria

B. Align auditors on score methodology to ensure fairness

C. Review calls themselves only

D. Use random sampling with no calibration

Answer **B**

6. What's the purpose of root cause analysis (RCA) in a call centre?

A. To identify and eliminate systemic issues, not just symptoms

B. To reprimand agents publicly

C. To track call duration only

D. To collect customer data

Answer **A**