

# Top Tips for Driving Value From Data

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Editor

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# Interactive Session

- While I am presenting please write down your top tips
- At the end of my session we will open up the floor to go through your tips
- We will then publish all of the tips (anonymously) in Call Centre Helper in the next two weeks

# Quality not Quantity



Just because it's easy to collect does not make it a good measure

# Time to ditch the ACD stats?

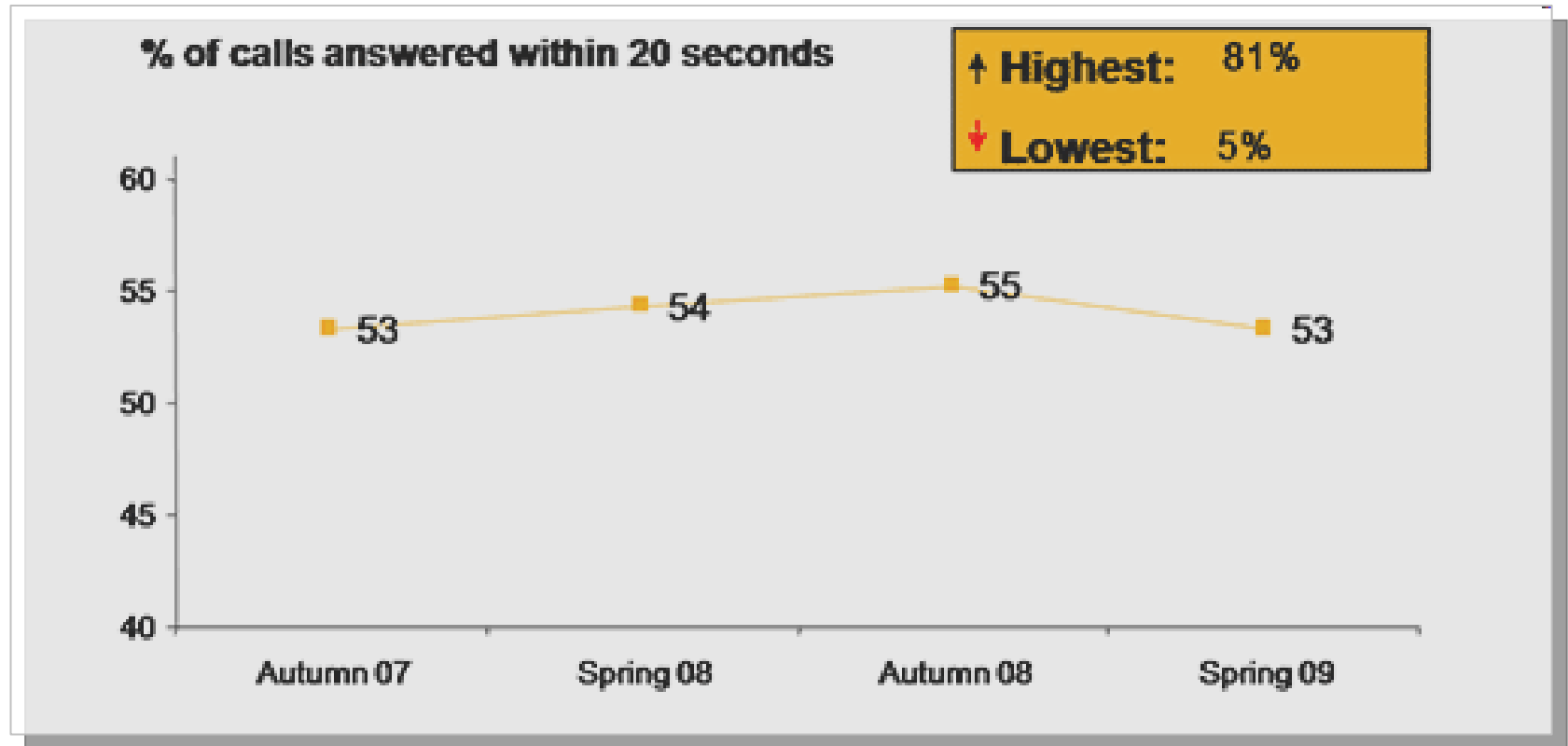
- ACD stats focus on speed not quality



An LED display showing ACD (Automatic Call Distributor) statistics for two groups: Sales and Support. The display is organized into a table with five columns: GROUP, InQueue, AvgWait, Answ, and Aban. The data is as follows:

GROUP	InQueue	AvgWait	Answ	Aban
Sales	12	01:05	50	6
Suprt	24	03:20	145	23

# After 30 years of ACD stats long waiting times are still common



Source: Bright Index

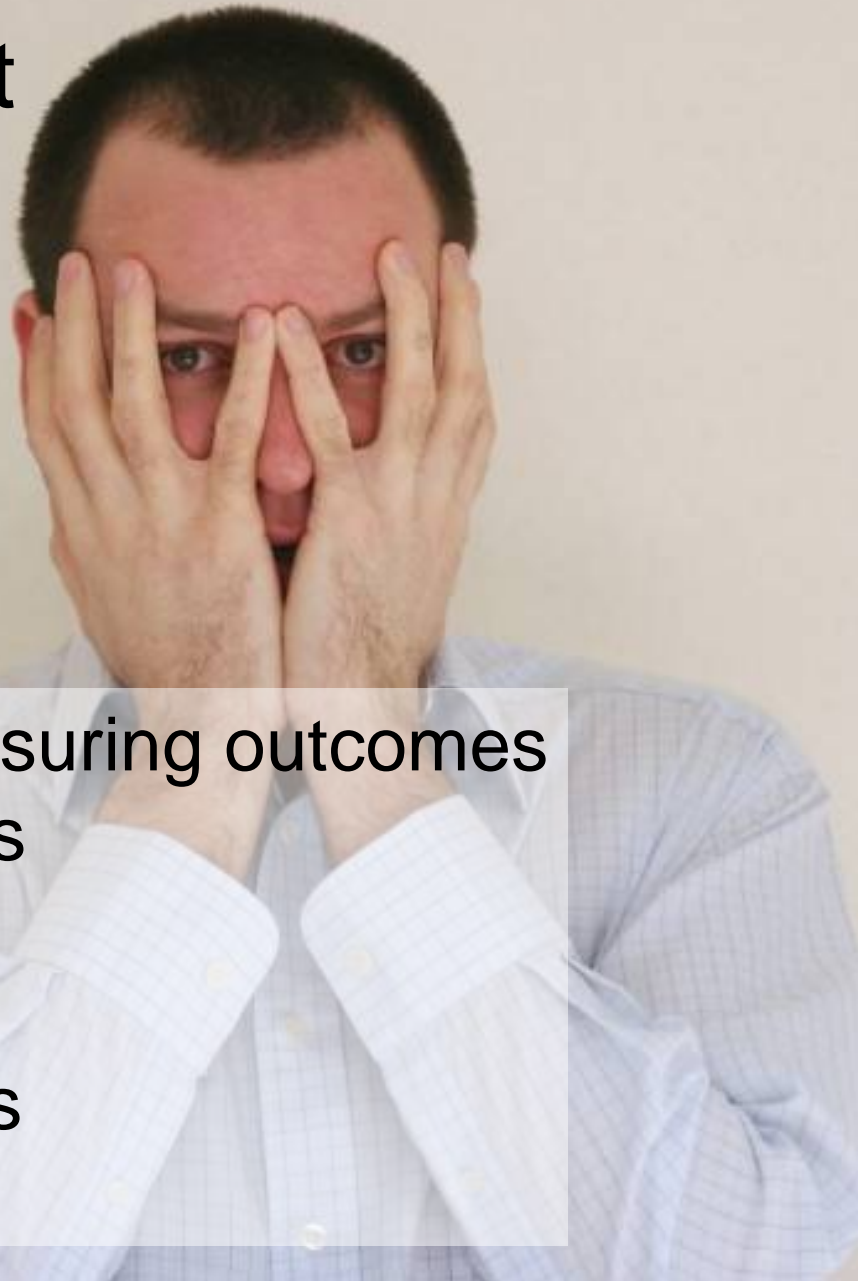
# Top Call Metrics

**What is the  
most widely used  
call centre metric?**

Average Handling Time  
tells you nothing about  
the outcome of a call

Smarter companies are measuring outcomes

- customer satisfaction levels
- new business sales
- net promoter scores
- life-time value of customers



# Careful with Average Handling Times

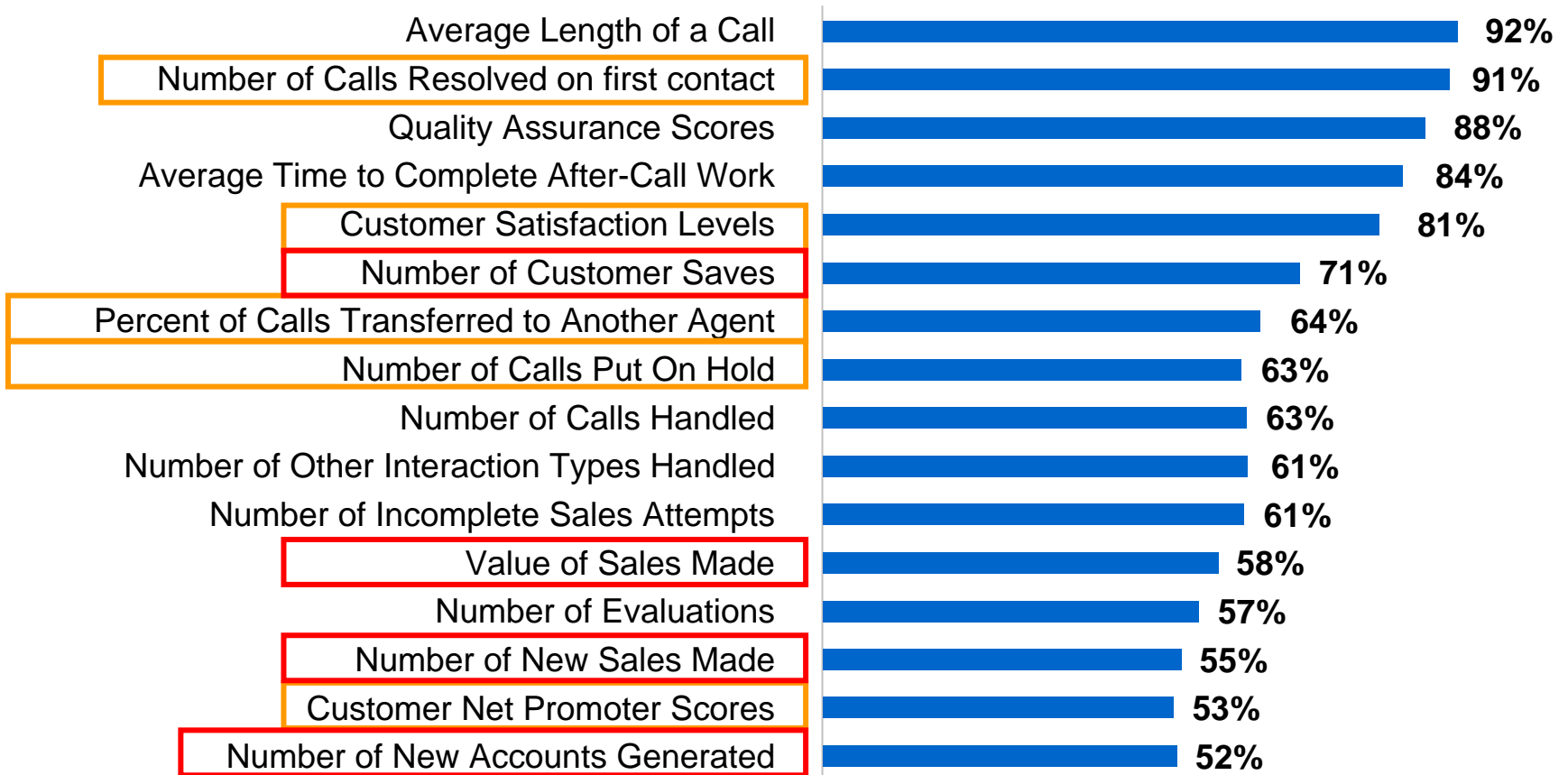


01

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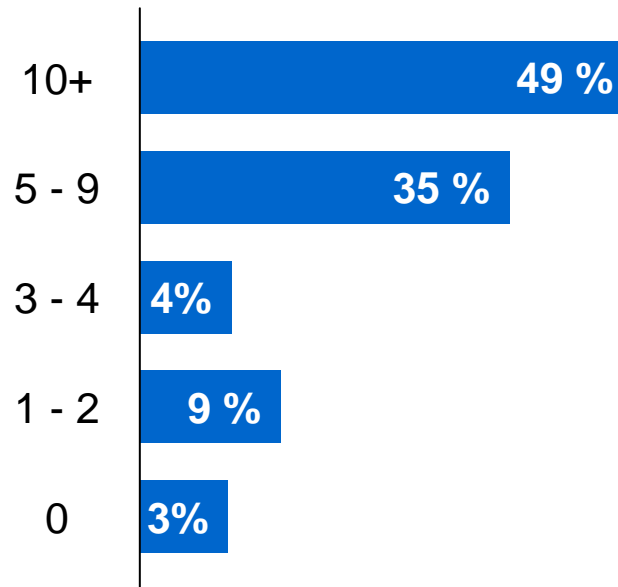
# Top Call Metrics

## Metrics Currently Used



# Analyze more calls

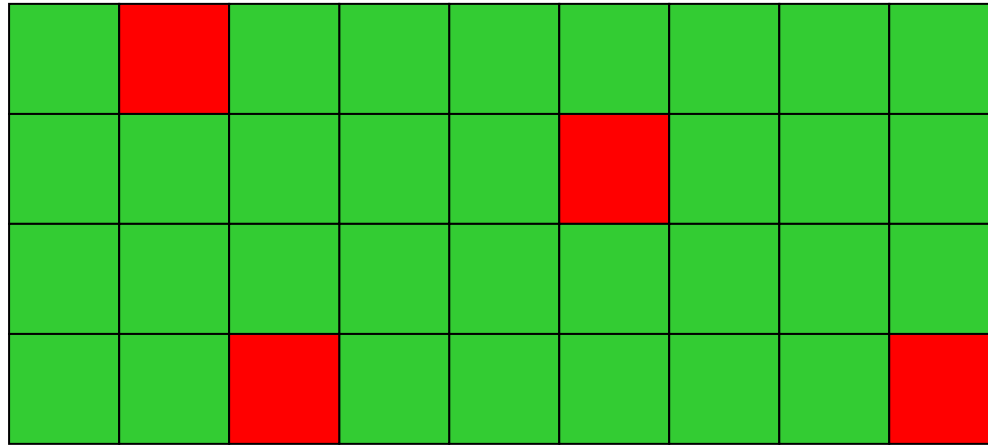
How many calls per agent per month do you analyse for quality purposes?



Survey size 229 call centre managers -  
April 2009

# Example

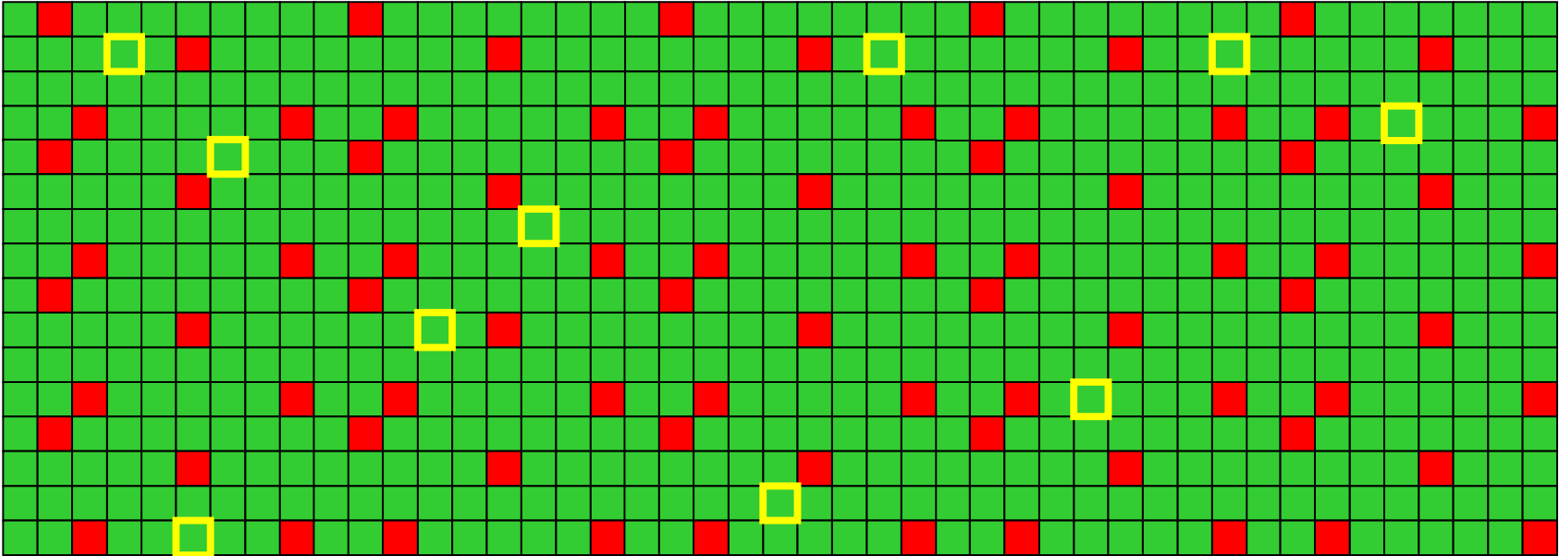
An agent taking 40 calls per day



10% of the calls are bad



# A sample of 10 per month



Still leaves a 35% chance of missing a bad call

# Manage time classifications

Wrap time is Wrap time

Not

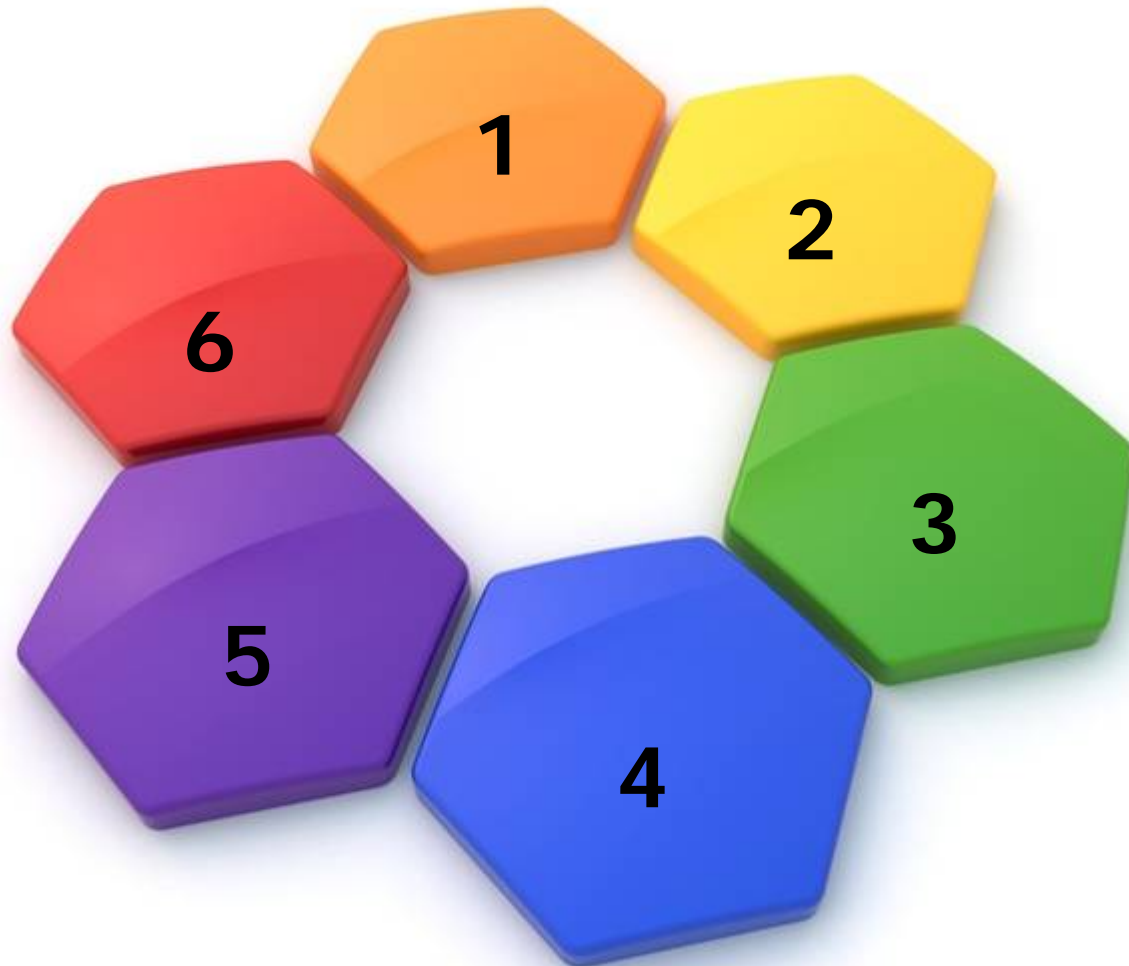
- Loo breaks
- Chat time
- Drink refills



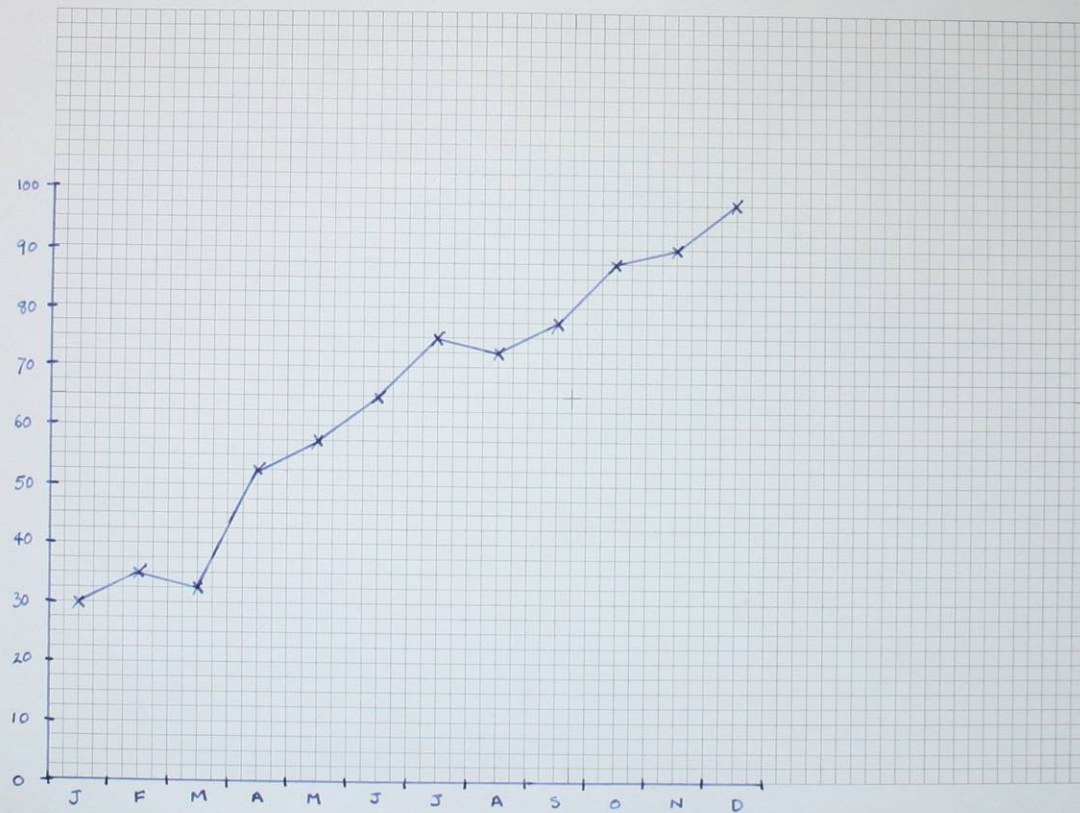
# Balanced Scorecards can lead to overload



# The average company uses six measurements



# Do a manual forecast as a sanity check



Thanks to Dave Appleby for this Tip



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