

real results
training consultancy



10 Ways to Reduce AHT

THE BALANCE

Carolyn Blunt BSc(Hons) FCIPD

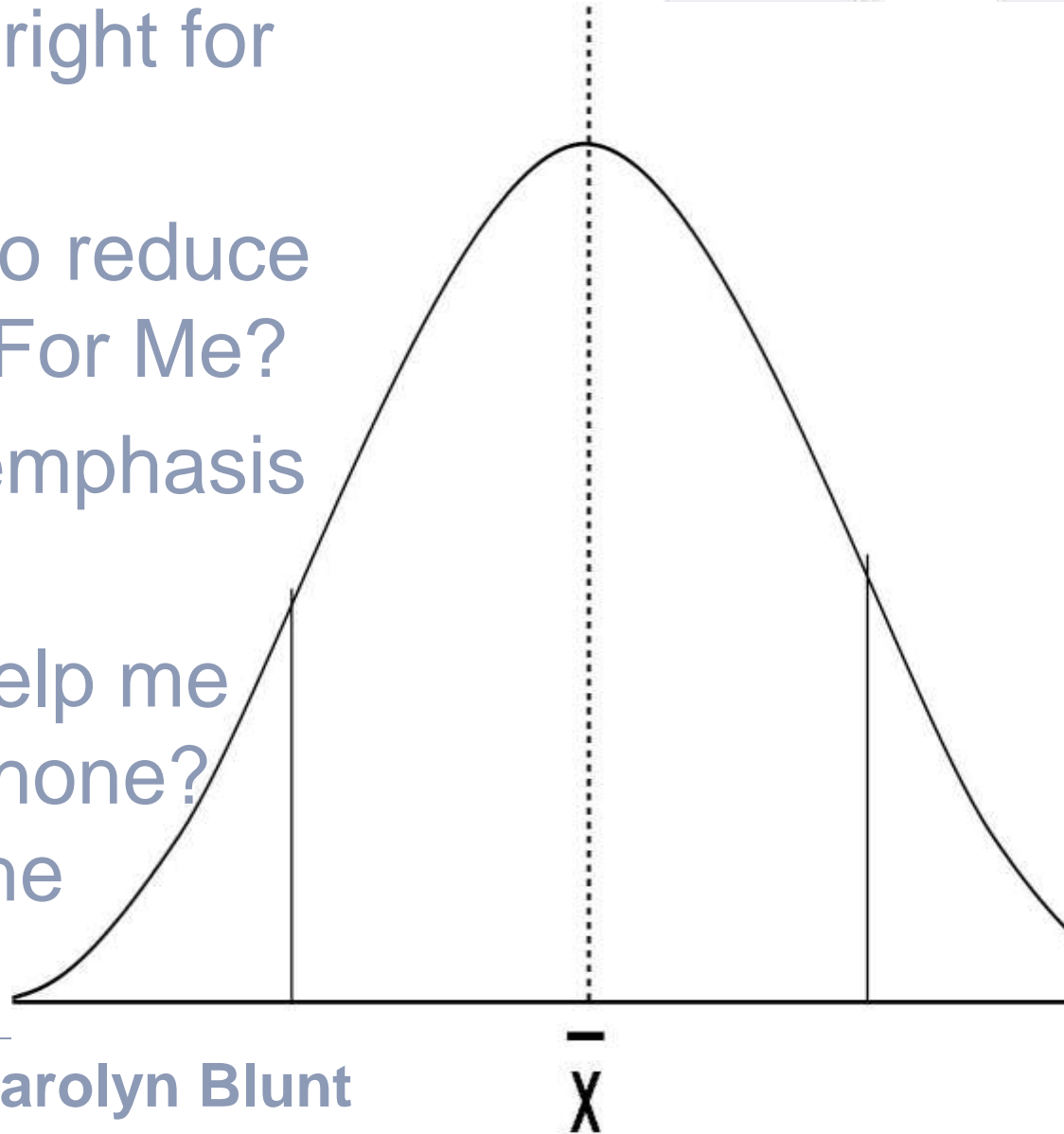
www.real-results.co.uk

0161 408 2003

hello@real-results.co.uk

Preface

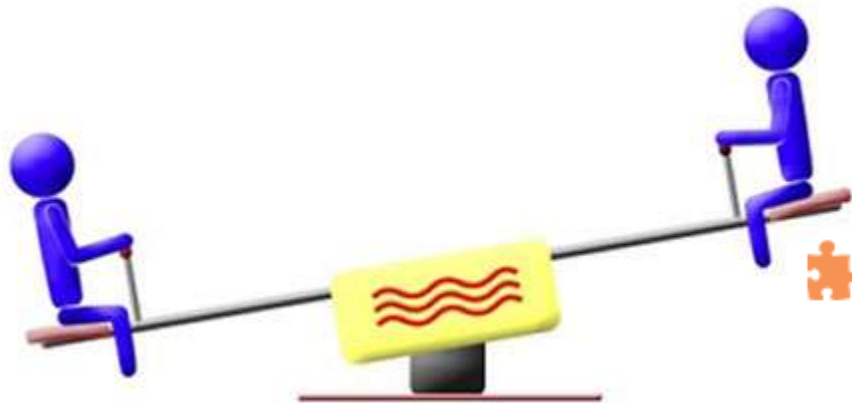
- ❦ Which metrics are right for your organisation?
- ❦ Why do you want to reduce AHT? What's In It For Me?
- ❦ Personalise! The emphasis is on AVERAGE
- ❦ Are you trying to help me or get me off the phone? AHT v FCR..get The Balance...



THE BALANCE

3 areas to help reduce AHT off the telephones (THE).

7 tips to help reduce AHT on the phones (BALANCE).



THE BALANCE

T is for training

- ✚ Induction training before going live is critical
- ✚ Continuous feedback on agent performance
- ✚ Coaching
- ✚ FCR measurement & focussed training modules
- ✚ Update training (not emails!) on new and changing products and services.
- ✚ Power Hours, Modules and Career paths to keep agents motivated, knowledgeable and interested.



= FAILURE

Too much Training and your agents might be inclined to 'show what they know' and add to your AHT with irrelevant information...

THE BALANCE

H is for Help

- ✚ How do agents get fast help and answers?
- ✚ Does the technology *help* or *hinder* the customer experience?
- ✚ Is the Knowledge Management system easy, accurate and fast?
- ✚ Do your agents have to put the customer on *hold* while they ask service partners or other departments for advice or decisions?
- ✚ Are coaches or TM's on hand to answer



= FAILURE

If the cultural relationships between your agents and the sources of help are not based on mutual trust, respect and service then the customer suffers...

THE BALANCE

E is for Events

- ❦ Product launches, mailings, and other external events that unexpectedly bump up call volumes.
- ❦ 'One Agenda' –Customer Service and Sales & Marketing must work together for proper planning and knowledge sharing.
- ❦ Encourage agents to uncover unplanned events and reward them when they do. Turn them into planned events.



= FAILURE

Call spikes will happen. Failure to prepare is preparing to fail. Do your homework, get to the root causes. Have an emergency plan.

“Plan your work and work your plan” - Napoleon Hill

THE BALANCE



B is for Be Ready

- ✚ If an agent isn't truly ready they will miss key points, cause repetition and lose rapport.
- ✚ Measure wrap/make busy separately. Allow it and be realistic with it.

THE BALANCE

A is for Active Listening

- ✚ The first 10 seconds are crucial for personalisation and rapport building.
- ✚ Quickly identify reason for calling and caller's mood.
- ✚ Paying attention avoids repetition and mis-guidance.
- ✚ Sometimes people just need a good listening to...

THE BALANCE

L is for Liking

- ❦ People like people who are similar to them.
- ❦ Oil the wheels to make them roll faster and more smoothly.
- ❦ Show like-mindedness
- ❦ Never allow frustration, boredom, anger to be heard in tone or words.
- ❦ Argumentative and escalated calls do not sit well with efficient AHT.

THE BALANCE

A is for Action

- ✚ Straight forward calls are easy to keep in line with AHT. The challenge is with the unusual, complicated or complaint saga.
- ✚ Specialist teams V Empowered front line
- ✚ When we say we will do it we will do it.



THE BALANCE

N is for Now what's Next?

- ❑ Summarise, clarify and spell-it-out to avoid call backs.
- ❑ Sound confident and in control.





THE BALANCE

C is for Control the Call

- ✚ Where is the train going?
- ✚ The fine art of keeping a chatty caller on track!

- ✚ WIIFM? Dragging out the jolly...
- ✚ Practice and share good stock phrases in training courses.
- ✚ Ask the right questions and refer back to notes.

THE BALANCE

E is for Endings

- ✚ “Is there anything else I can help you with?”
- ✚ “And I’m sorry again that.....”
- ✚ Just thank them for calling and wish them a good weekend/Christmas/bank hol/pleasant evening.
- ✚ Reflect afterwards...would this customer recommend your organisation to their friends and family?

Finally....

- ✚ Questions? Comments?
- ✚ www.real-results.co.uk
- ✚ hello@real-results.co.uk
- ✚ @CarolynBlunt
- ✚ Thank you