

BUILDING A POSITIVE CULTURE IN THE CONTACT CENTRE

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**Why does the contact
centre tend to have a
weak culture?**

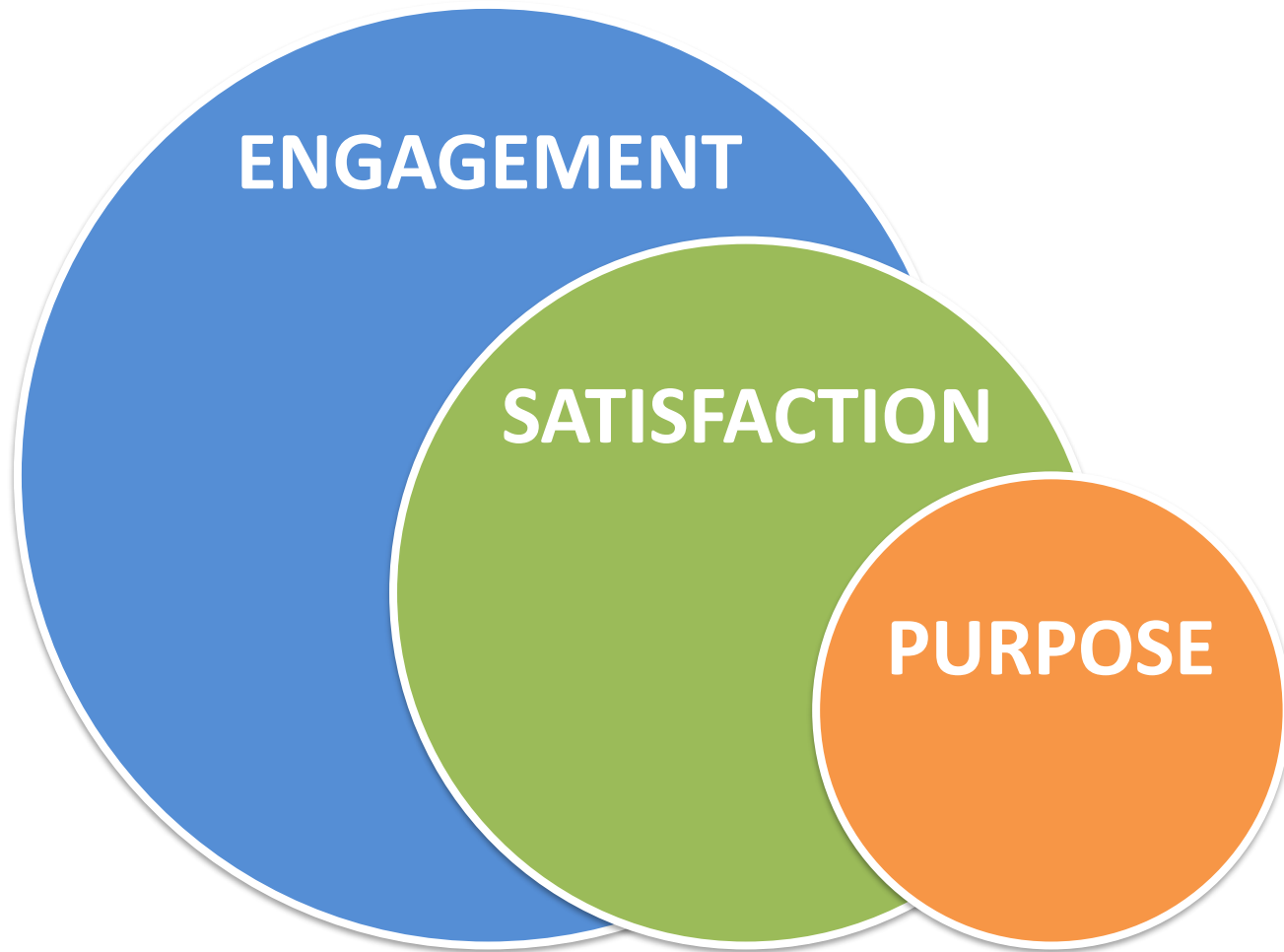
Few people aspire to work there.

The environment is increasing in complexity.

Customers expect bespoke service.

That isn't new information.

**But, how do we create great
cultures despite it?**



The Work Culture Trifecta

Great Leaders Create Great Cultures

Purpose – I know that I belong

Satisfaction – My basic expectations are met

Engagement – I want to apply discretionary effort



THANK
YOU!



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