5 Key features of Call Centre Design

Martin Jukes

Mpathy Plus
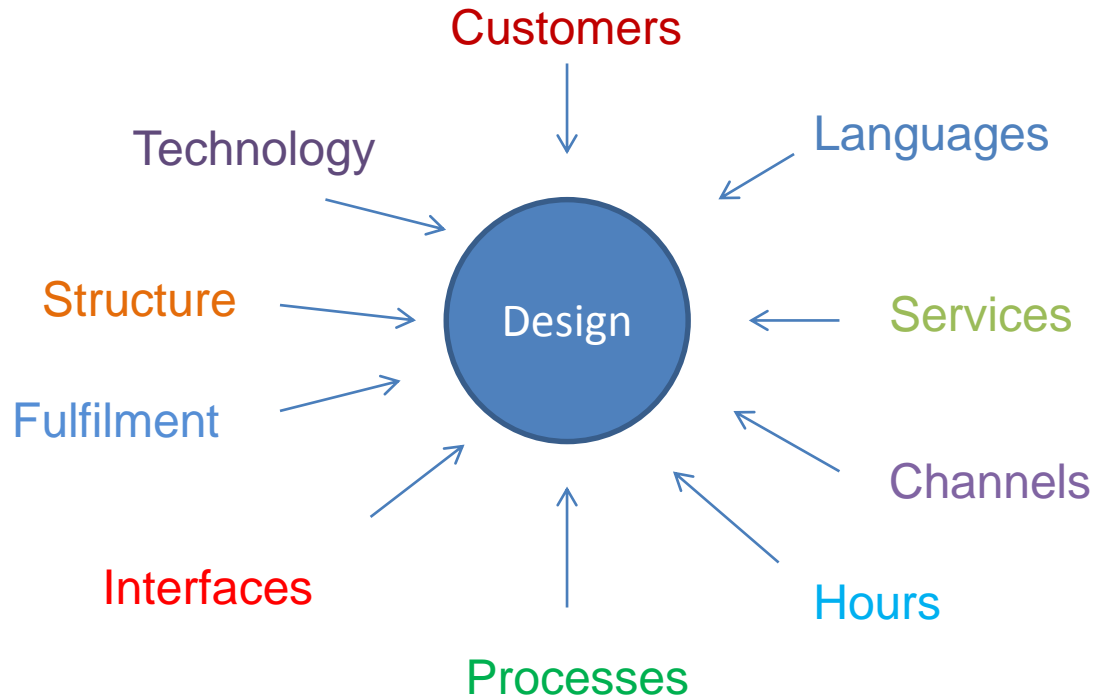
High level design

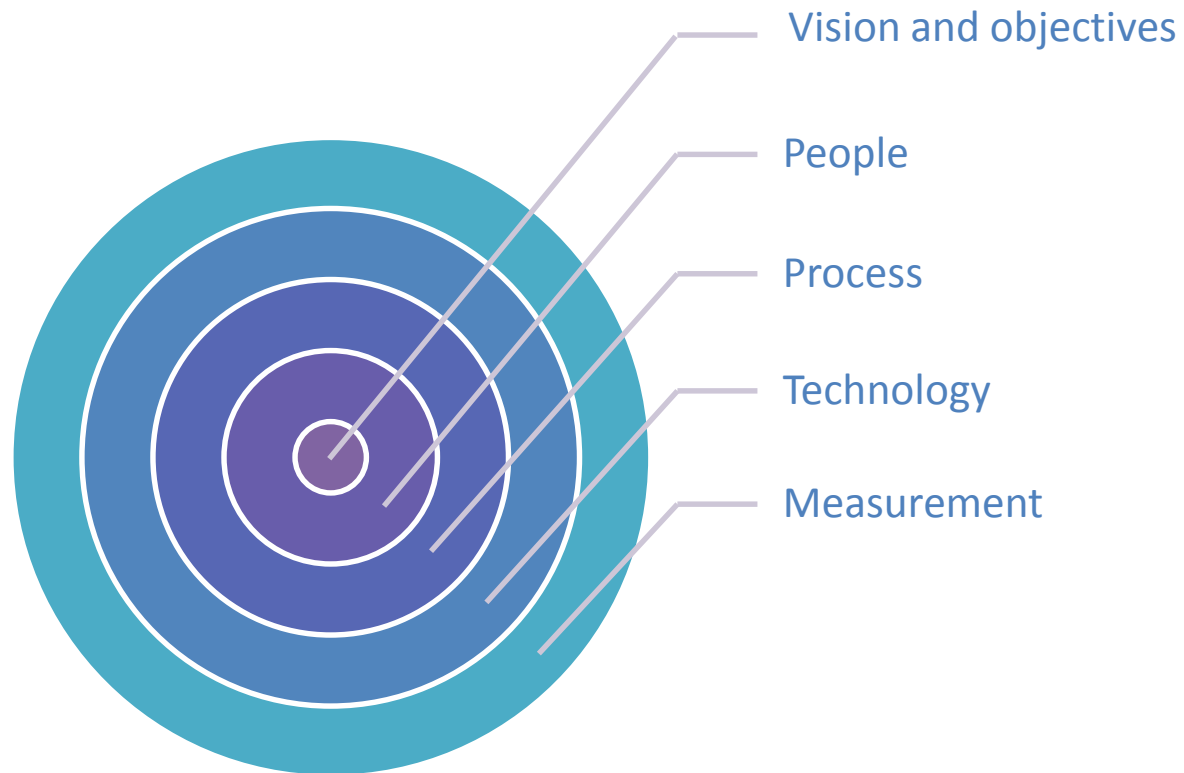Why → What → How → Where → When → Who

Another level below!

Some Design Considerations

Customers

Technology

Languages

Structure

Design

Services

Fulfilment

Channels

Interfaces

Hours

Processes

Plus many others!

Areas of operational design

Vision and objectives

People

Process

Technology

Measurement

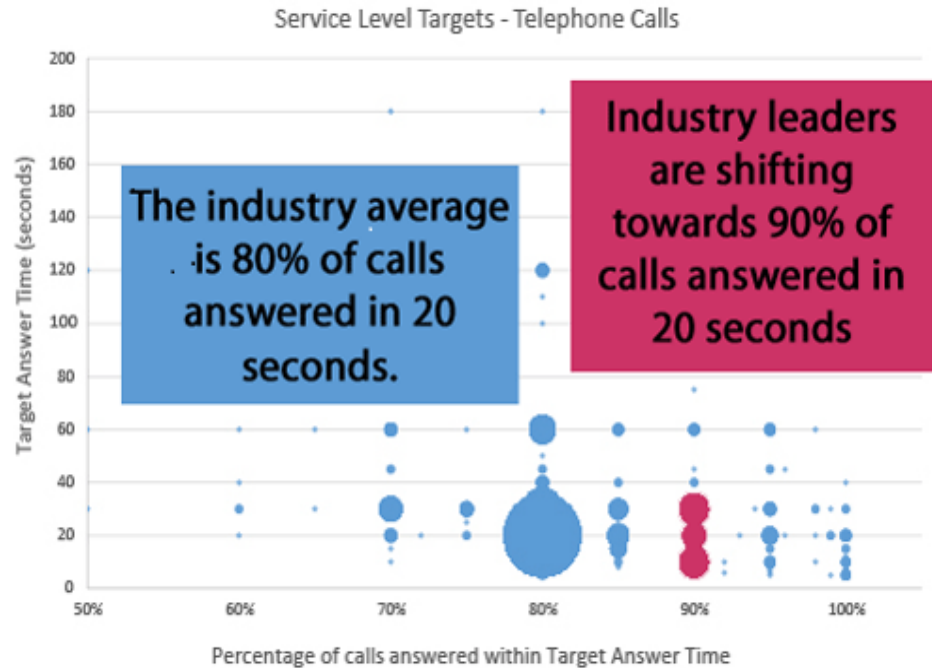Examine People and Measurement in more detail

People

- People make the difference in memorable customer experiences

- Selection is key and depends upon role of contact centre

- Recruit for attitude and approach but some exceptions

  - i.e. Technical enquiries

- Resourcing is critical for efficiency but also to meet customer demand

- Training needs to be relevant, appropriate and interesting

- Success requires support, quality tools and a shared vision

The right metrics

- Appropriate for your business

- Lots of generic metrics – beware

- What is the right service level?
  - Source: Call Centre Helper

- 2 types of metrics
  - Performance reporting
  - Operational management

Service Level Targets - Telephone Calls

The industry average is 80% of calls answered in 20 seconds.

Industry leaders are shifting towards 90% of calls answered in 20 seconds

Target Answer Time (seconds)

Percentage of calls answered within Target Answer Time

The right metrics- Dashboard

Demand	**Performance**
Resources	**Outcomes**

Summary

- Develop, understand and share the vision and objectives

- Make it appropriate to you and your customers

- Recruit people with the right skills and attitude

- Invest in good quality training

- Support your people with good quality tools and support processes

- Measure the right things for you to manage your business and contact centre.