

HOW TO GET AGENTS TO IMPROVE CUSTOMER EXPERIENCE

Gerry Brown – The Customer Lifeguard

Canada - Beavering away at CX



Why are we having this conversation?

- **Customer Experience going backwards for many**

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- **Technology not keeping pace**

- 43% say not fit for current needs, 79% believe it won't serve future needs
- More than 30% cite disconnected and complex agent desktops as a key obstacle.
- Agents waste more than 25% of their time searching for relevant data across systems.



Why are we having this conversation?

- **Customer Experience going backwards for many**
 - Which? survey, ICS annual report, Forrester all neutral or suggesting CX in decline
 - Companies keep scoring “own goals” (United, BA, Ryanair)

- **Attrition levels are still high**

- 25% in UK contact Centres compared to 15% in other industries.
- 37% occurs in first six months
- Lack of career pathways & more interesting and broad responsibilities

Engagement rates are flat & landscape is shifting

- Definition of an “employee” is being redefined, especially with AI more prominent
- Decline in organizational trust & employee recognition
- Lack of opportunities for agents to input feedback and affect change

- **Technology not keeping pace**

- 43% say not fit for current needs, 79% believe it won't serve future needs
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- Agents waste more than 25% of their time searching for relevant data across systems.

What do customers want?

- ▣ Immediate personalized action
- ▣ Who they are; what their issues are
- ▣ How smoothly it will be addressed
- ▣ Contact



- ▣ Available self or assisted help
- ▣ Helpful, knowledgeable & friendly staff

- ▣ To be valued by the company
- ▣ Rapid replacement of services

- ▣ “If employees are not happy, customers will vote with their feet”



Which Survey 2017

What do customers want?

- ▣ Immediate and personalized action
- ▣ Recognition of who they are; what their issues are; and how quickly and smoothly it will be addressed
- ▣ Consistency of Contact
- ▣ Easily accessible self or assisted help
- ▣ Helpful, knowledgeable & friendly staff
- ▣ To be valued beyond just a financial result
- ▣ Rapid replacements for faulty goods or services

- ▣ “If employees aren’t engaged customers will vote with their feet”

Which Survey 2017

What would agents like?



- ▣ **More Respect**
- ▣ **Additional Opportunity**
- ▣ **Increased Flexibility**
- ▣ **Enhanced Job Responsibilities**
- ▣ **Recognition of Extra Effort**
- ▣ **Fair and customer driven assessment of their abilities**
- ▣ **To feel valued & part of a Bigger Thing**

3 Keys to Success



- ❑ **Contribute to and publish The “Daily Fail”**
- ❑ **Ditch the Scripts – Act Naturally**
- ❑ **Enable & Empower the Organization**

The Daily Fail

no.203.078

Fail Fast, Often and with Class

- Since 1802

Let's Help Make Things Better

Advisors should track & document issues that make life unnecessarily difficult for customers that embarrasses them and they can't explain

They must be actively involved in developing the solution and updating the customer

Track the results and reward the best "worst failure"

Measure all input to evaluate the impact on CX & other key customer metrics

Joyfully share the news around the company



This weeks biggest failure!

Ditch The Scripts – Let Them Be Themselves

- ▣ Natural responses such as “please” & “thank you” are vastly more effective in building empathy, consistency and understanding into the interactions
- ▣ Engaged & trusted employees naturally want to help & find it easy to draw on their reserves of empathy & understanding



- ▣ Employees achieve greater success and satisfaction in work and life, and are typically less likely to leave and more inclined to establish a career for the longer term
- ▣ Advisors will act more authentically, be more confident & establish a strong emotional connection with customers

I'm feeling
exposed



But I'm not
empowered

Enable and Empower the Organization



- Implement technology that is accurate & consistent regardless of where & how the interaction is handled
- Provide opportunities for advisors to handle different channels that can broaden their experience, increase their value & enhance their prospects
- Where practical ensure that advisors “own “ the interaction irrespective of where the issues lie
- Ensure that advisors have sufficient financial discretion in handling sensitive customer issues
- Develop KPIs that are customer not company centric
- Introduce “job shadowing” to “walk a mile in my shoes”

Takeaways



Get your front line engaged early & often

Demonstrate trust & give them the right tools

Ditch the scripts – Let them be themselves

Show them a future world that includes them

Connected colleagues = Contented Customers

But what customers really want
is a “Happy Ending”



And Don't Forget to Listen to Your People !

Webinar?

Oh, I'm sorry...

I thought you said
"winebar."



som^{ee}cards
user card

Thank You



Who are you going to call?

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