



Happy Agent – Happy Customer

The Role of Technology in Helping Agents to
Improve the Customer Experience

RingCentral[®]

A Workforce Awakens:

The Age of the Agent

*The current levels of disengagement experienced by contact centre agents, can no longer be attributed solely to the repetitious nature of the work or the pressure to meet targets. This disengagement comes from a sense of separation that stems from the uncertainty surrounding the job they are doing, why they're doing it, and how they can improve.**

The Matrix of Unhappiness & Disengagement

1. Staff Turnover

122	agents	The number of agents in the average UK call centre
+	22%	staff turnover rate
+	26.8k	agents lost per year
+	31%	staff turnover rate reduction
+	0	less agents lost per year
+	£6,125	turnover cost per agent
+	£50,962	cost of unhappy staff turnover per year for the average UK call centre

(£50,962 x 6200 call centres in the UK = £315.9m cost of unhappy staff turnover to UK call centre industry)

2. Staff Absenteeism

228	workdays per year	241 work days in a year minus 23 days holiday and 9 public holidays
+	6%	staff absenteeism rate in the average UK call centre
+	14	days lost per agent per year in the average UK call centre
+	27%	staff absenteeism rate reduction
+	5	reduced absence days per agent
+	£309,20	cost per agent per day
+	122	agents
+	£64,964	cost of unhappy staff absenteeism for the average UK call centre per year

(£64,964 x 6200 call centres in the UK = £402.7m cost of unhappy staff absenteeism to UK call centre industry)

44	workdays per day in the average UK call centre	47 days per day x 70% attendance rate = 32.9 workdays (rounded to 33) x 1.33 days average AHT
+	25%	increased repeat call rate
+	11	increased repeat calls per day in the average UK call centre
+	3.75%	FTE improvement
+	2	less repeat calls
+	£2.42	improved cost per call
+	228	workdays per year
+	122	agents
+	£109,736	cost of unhappy staff on productivity for the average UK call centre per year

(£109,736 x 6200 call centres in the UK = £680.7m cost of unhappy staff productivity to UK call centre industry)

£105,20	current cost per agent per day	£10,210 average agent annual salary x 1.11% benefit costs = £11,343 workdays per year workdays per year
+	48	current calls per day in average UK call centre
+	£2.42	current cost per call
+	5%	efficiency improvement
+	£0.12	savings per call
+	46	improved calls per day
+	228	workdays per year
+	122	agents
+	£153,631	cost of unhappy staff on efficiency for the average UK call centre per year

(£153,631 x 6200 call centres in the UK = £925.5m cost of unhappy staff efficiency to UK call centre industry)

3. Staff Productivity

4. Staff Efficiency

2 Keys to Success + 1 Bonus!

- Adaptive WFO
- Gamification
- Unified Agent Desktop

Adaptive WFO allows you to connect with your agents as individuals to ensure they're fully engaged and motivated. And with more motivated agents, improved customer service will follow.

Adaptive WFO

WFO: Personalise each Agent's Experience



- Fine-tune agent availability rules
- Communicate scheduling preferences i.e. bid on shifts
- Individual assessments and evaluations
- Pop up alerts triggered by desktop events & verbal cues
- Individual compliance and quality statistics
- Personalised reporting

The Benefits of an Adaptive WFO Approach

- Improve customer experience
- Increase agent engagement and retention
- Achieve service levels at lower cost
- Bring stability to your workforce



Gamification is the application of game mechanics to influence behaviours and activities - to measure and motivate people. Companies apply these mechanics to both connect with their customers and engage their employees.

Gamification

Gamification: Engaged Agents Can Change the Game

A photograph of a call center environment. In the foreground, a man with glasses and a headset is smiling broadly while looking at a computer monitor. In the background, another agent is visible, also wearing a headset and working at a computer. The scene is brightly lit, suggesting a modern office setting.

- Intrinsic and extrinsic award to engage agents
- Control over individual experience
- Desire for continued improvement
- Shift bid priority and parking space recognition
- Points, levels, badges
- Cash bonus and time off compensation

The unified agent desktop consolidates multiple media types and key functionality the agent interacts with in order to simplify complexities, improve the customer experience, and positively influence the agent's day to day.

Unified Agent Desktop

Contact Centre Silos Create Complexity & Frustration

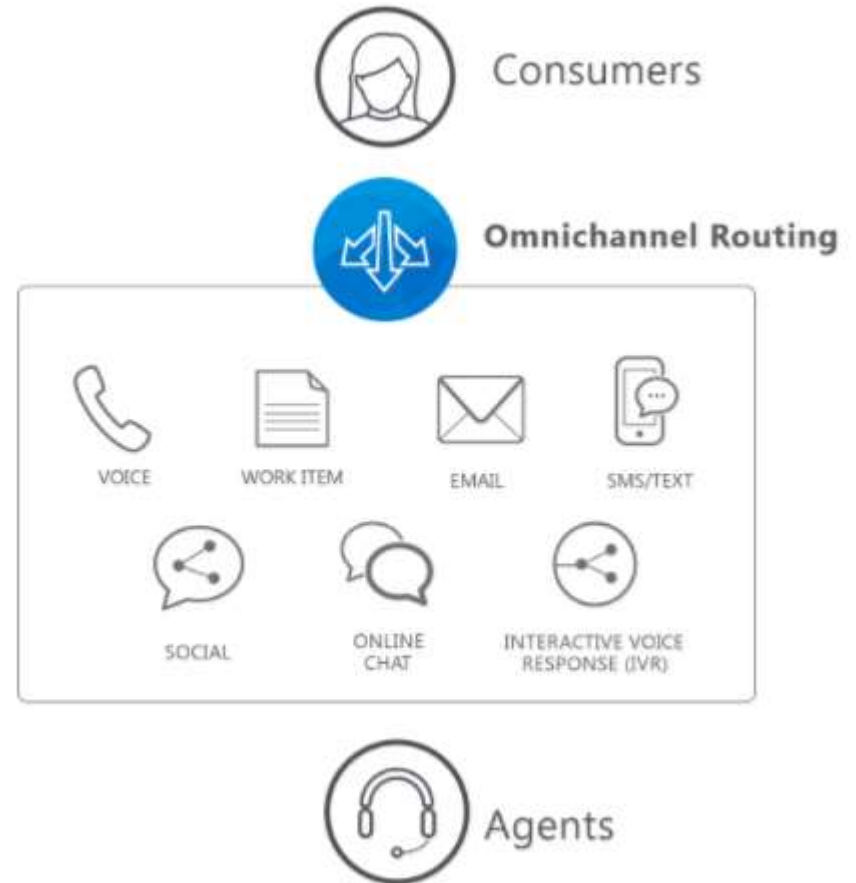


- **90%** of consumers value the ability to communicate with a **live person on any channel** – voice, email, chat, SMS or social

- Harris Interactive

- Companies with agent desktop optimisation programs enjoy **44% greater customer retention rate.**

- Aberdeen Group



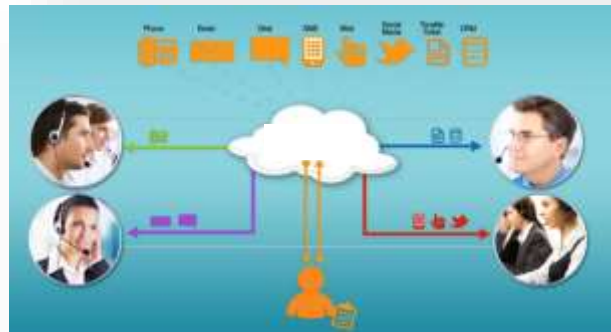
Get the Right Tools to Kindle Employee Excitement, Engagement, and Empowerment



Adaptive WFO



Gamification & Incentives



Unified Agent Desktop

Here's to a Successful Journey.

Thank You.

