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How to Use Call Centre Metrics to Drive Success

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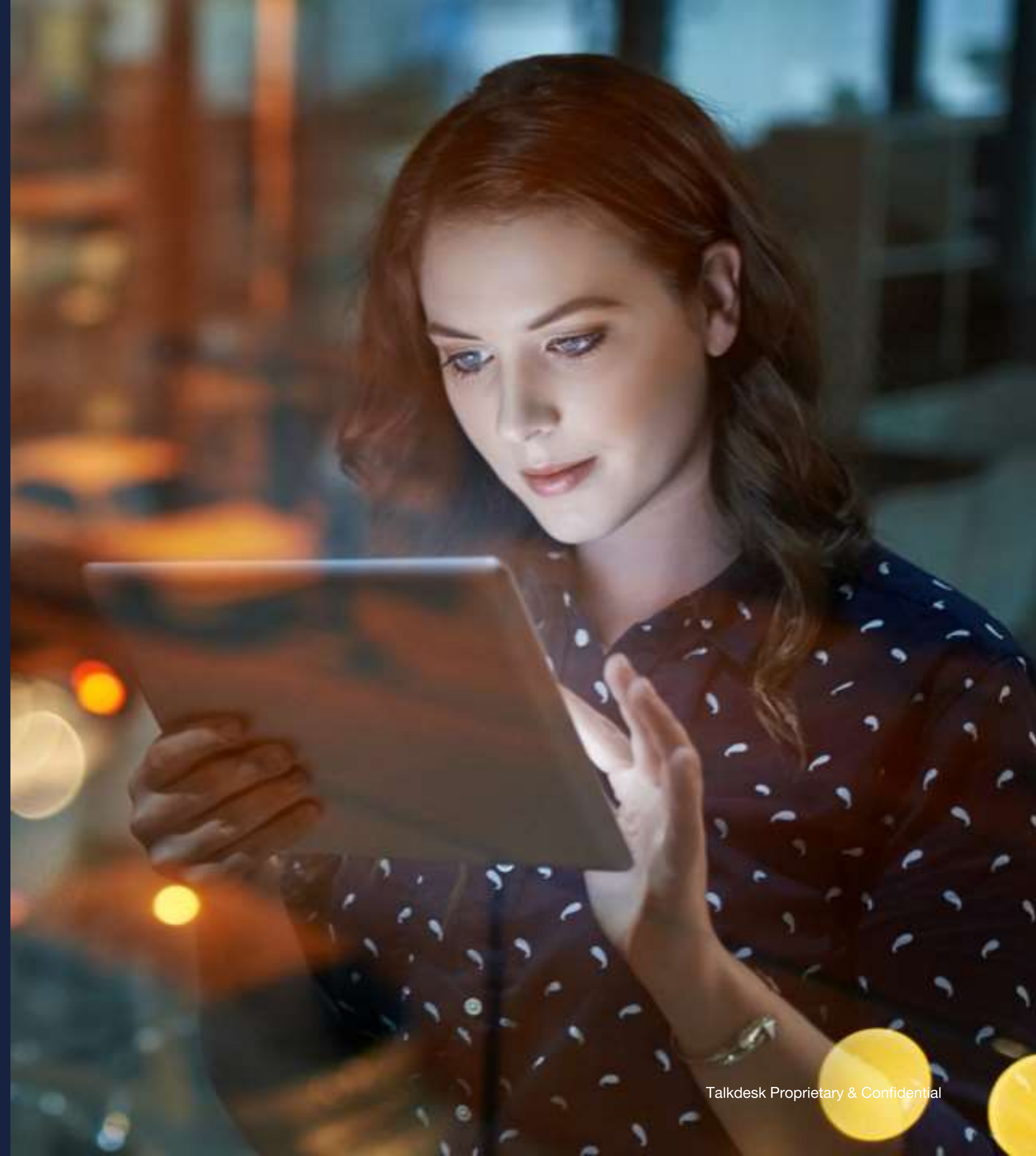
Benchmarking: what does the organisation want to achieve?

Benchmarks: Internal improvement, external recognition, or both?

Focus first on benchmarking against the "known"

Use external reports for competitive intelligence

Remember: You don't always know the variables

Reports & benchmarks can conceal or mislead

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Metrics are most effective when we engage employees in the process.

Why aren't more people excited about contact centre metrics?

The focus is often on failure, while success is expected

There is misalignment between metrics and goals

People are held accountable for the wrong metrics

They don't think they have an influence on the metrics, or understand why it matters or how it's measured

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Success with metrics requires easy access, intelligent insights and a coordinated strategy.

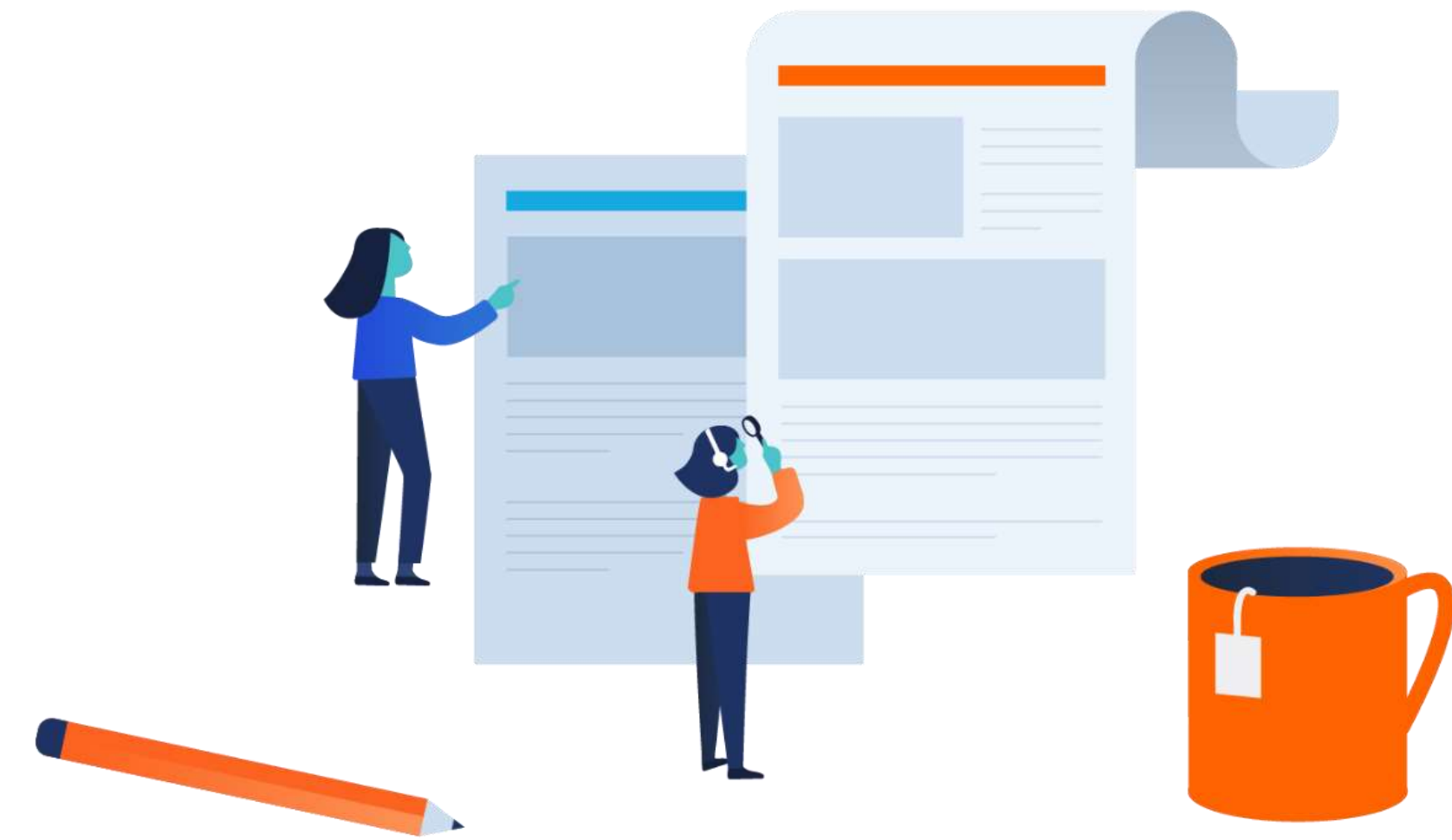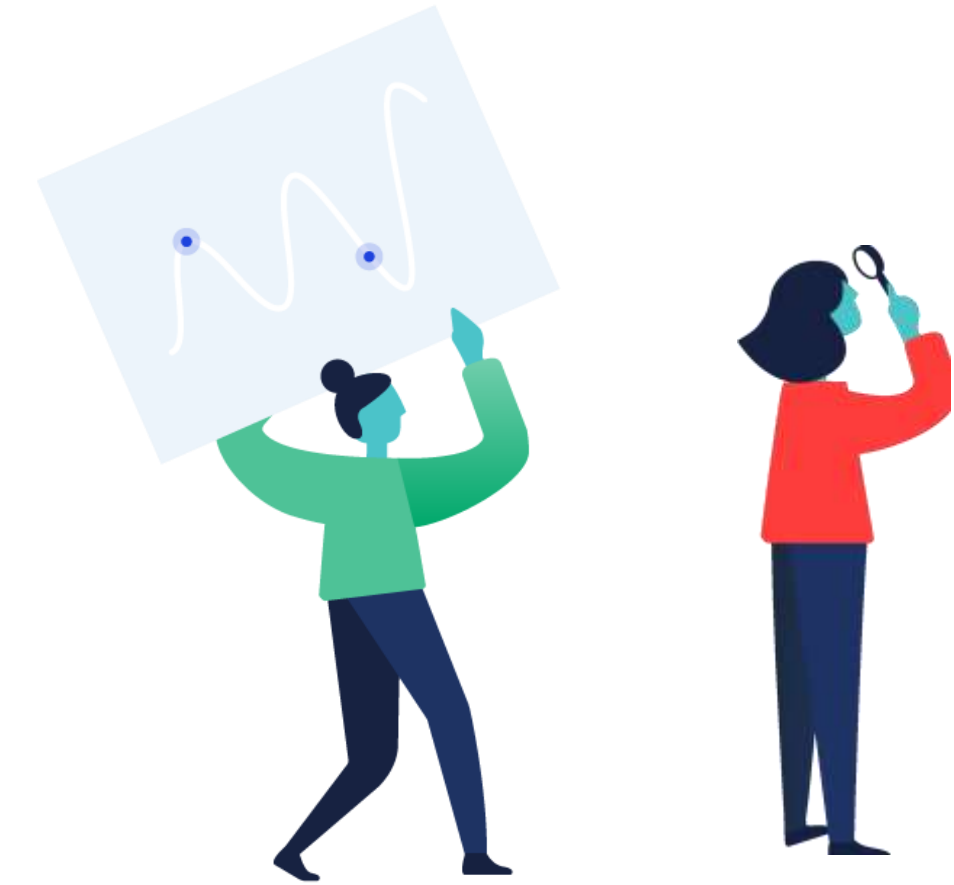# How can the contact centre start on the path to success with metrics?

Define success, inventory your metrics, & align them

Engage employees in an open metrics discussion

Leverage artificial intelligence to better analyse data

Utilise integrated systems with accessible reporting

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Channel
Recommendation

Estimated Waiting
Time

Sentiment Analysis

Routing

AI So Simple,
All You See is Results

Infused throughout the Talkdesk
Platform

Drives operational efficiency

Improves CX

Agent Coaching

Topic Detection

IVR Optimisation

Thank You

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