

How to Make Your Agents More Productive

or...

How to bring out Productivity in the Contact Centre Ecosystem

Daniel Ord
Call Centre Helper Webinar
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Introductions

- Daniel Ord
- American national with nearly 30 years in the industry
- Founder of OmniTouch (2001)
- CXPA Recognized Training Provider, CCXP, ICMI Certified Associate, Net Promoter Certified



What is Productivity

The effectiveness of productive effort, especially in industry, as measured in terms of the rate of output per unit of input.

In Contact Centre context,
how many or how fast but
its time to broaden this
definition.



Different stakeholders, different contributions to productivity

1. Agents
2. Contact Centre Management
3. Customer Experience Management (if you have this)



Poll Question



What do you use in your Centre to track or measure **Agent** productivity?

The wrong ways to measure Agent productivity

- # of Contacts handled in Service Level environments
- Average Handling Time as a big part of Productivity
- Occupancy Rate which is an outcome of other factors



The traditional view of Agent productivity



<https://www.youtube.com/watch?v=8NPzLBSBzPI>

What Agents bring to productivity

- Adherence to Schedule – be in the right place at the right time
- Apply what they've been taught and inspired to do through their Knowledge, Skills & Abilities
- Exhibit flexibility to learn interaction skills across multiple channels of Customer contact



Contact Centre Management

What **Contact Centre Management** choices
impact Productivity?



What Management brings to productivity

1. Choose the right measurements & metrics for Agents



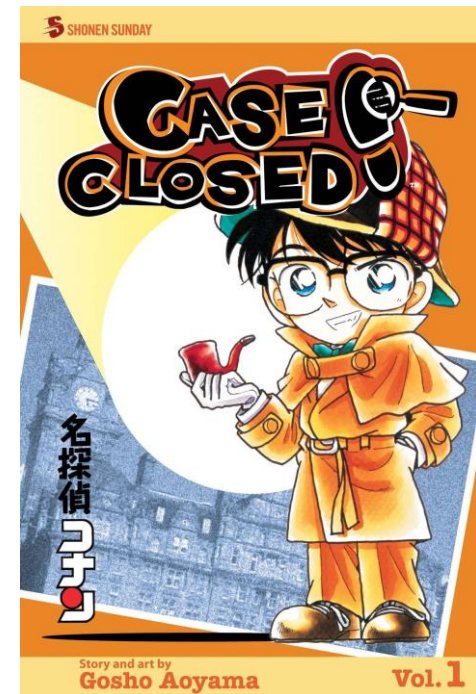
*Quantity cultures
don't equal
Productivity
cultures*

What Management brings to productivity

2. Design First Contact Resolution



- Look to the Demand Side
- Traditionally, the elimination of *unnecessary repeat contacts*
- Today, the elimination of *unnecessary additional contacts*



What Management brings to productivity

3. Channel optimization



- Matching the enquiry to the channel best suited to handle that enquiry
- *Be where the Customer is* gets taken out of context

See the Saint Bernard?
Be the Saint Bernard



What Management brings to productivity

4. Technology



What CX Management brings to productivity

- Elimination of unnecessary contacts in the first place
- A vigorous focus on what's good for the Customer
- The ability to work across organizational boundaries



My emerging view of productivity

*When we manage **which** contacts come in, get them to **where** they're best handled and design **how** we should handle them, then Productivity becomes an outcome – not the overarching target.*

We not only optimize costs in the long run - we turn Agents into powerhouses of Engagement & Loyalty.

OmniTouch International Daniel Ord

www.omnitouchinternational.com

Daniel.ord@omnitouchinternational.com

<https://www.linkedin.com/in/daniellawrenceord/>