



Webinar
>> Thursday 12th September 2019

The Latest
Thinking on
Contact
Centre
Metrics



Keep it simple.



CONSUMERS
WANT
SIMPLE



Keep it simple.

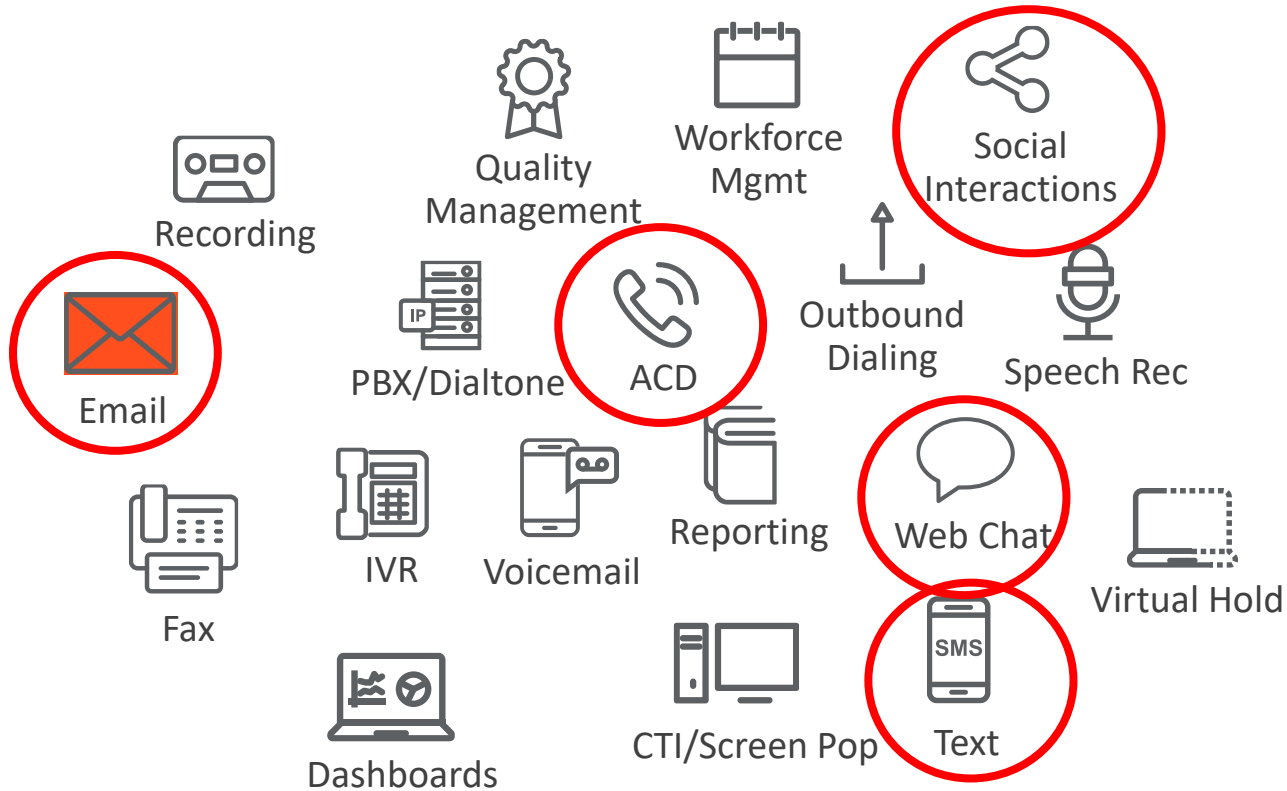
18

Number of communications vendors
the average contact center has to
manage.

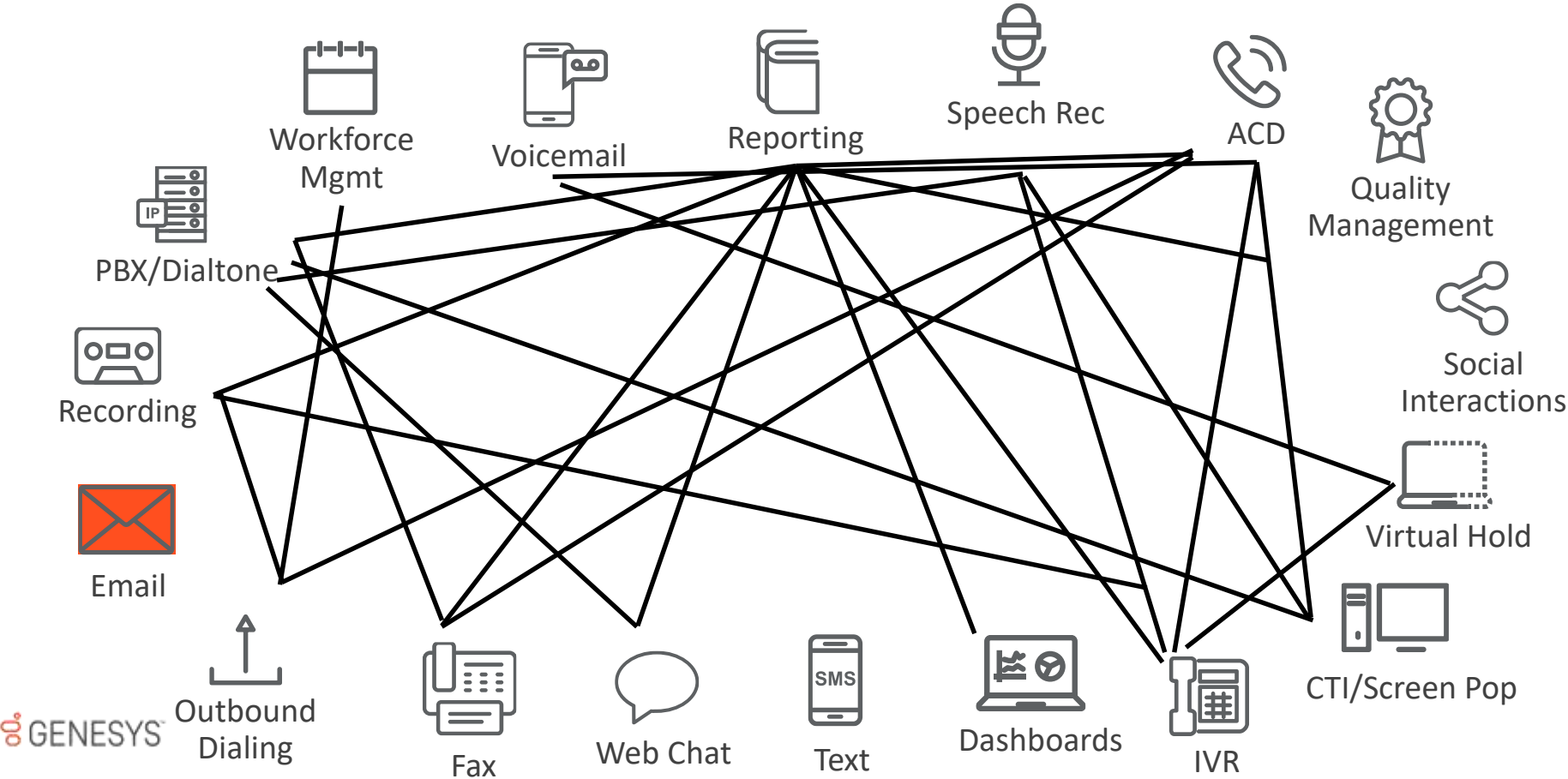
*Source CCNG Survey



“Handle Time” – different definitions



Work arounds – Don't work



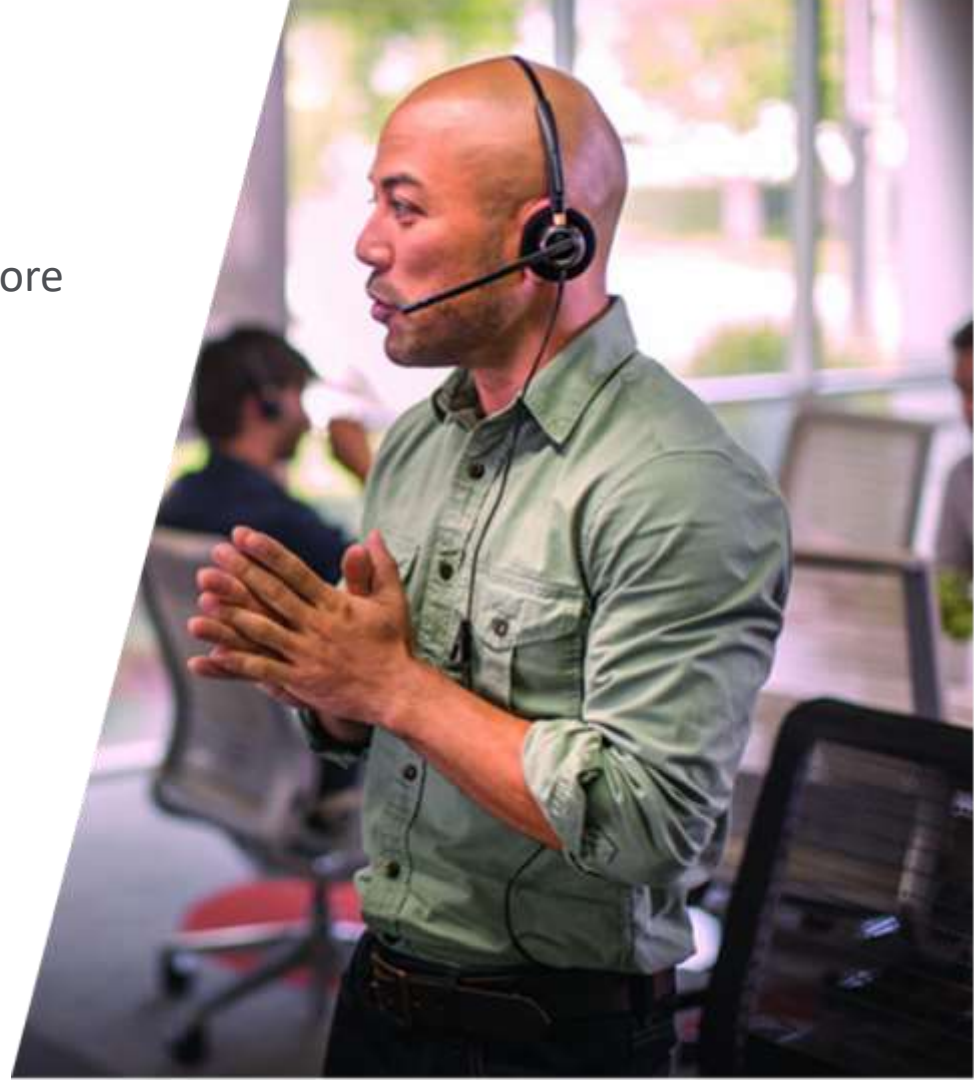
Care / Danger with Metrics



- ✓ Know the source
- ✓ Reduce Complexity
- ✓ Challenge the definition
- ✓ Consider alternates
- ✓ Cloud, a driver for change

Which Metric?

- ✓ Customer Satisfaction vs. Net Promoter Score
- ✓ Retention / Loyalty / Churn / Switching
- ✓ Customer Advocate
- ✓ Brand Ambassador
- ✓ First Contact Resolution – really?
- ✓ Employee Engagement



Artificial Intelligence and Metrics

- ✓ Always on – unlimited resource
- ✓ Stop sampling
- ✓ Analyse everything
- ✓ Knit customer journey elements
- ✓ Enable “Predictive Routing”
- ✓ Continuous Improvement



Thank You

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