

Webinar

30 Contact Centre Tips



Agenda



- **10 Contact Centre Management Tips**
Jonty Pearce,
Editor, Call Centre Helper



- **10 Contact Centre Technology Tips**
Mike Murphy,
Regional Practice Manager – Interactive Intelligence
- **10 Tips from the audience**
Send in your tips during the webinar
- **Interactive Q&A - Live questions from the audience**

10 contact centre management tips

Jonty Pearce
Editor



Customer loyalty seems to be driven by four main factors

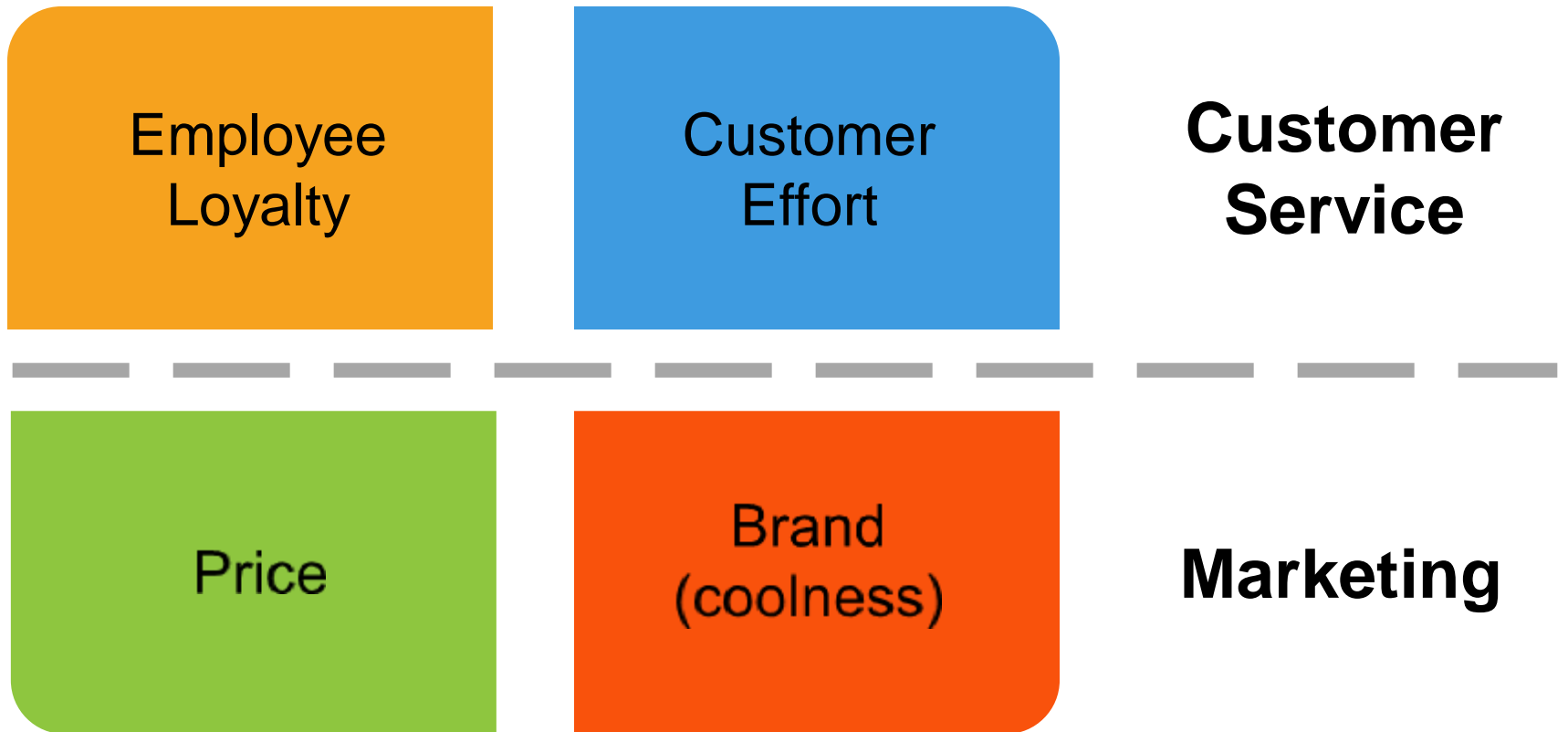
Employee
Loyalty

Customer
Effort

Price

Brand
(coolness)

Customer loyalty seems to be driven by four main factors



Employee Loyalty

**Getting your
employees
on side**

1.

Happy Employees

=

Happy Customers

... but ...

What about Agent Engagement



Georgina_Berry Georgina Berry

@Miss_Conduct_ it's only **call centre work**-it's rubbish I hate it lol but travelling in Jan so need the pennies! How's the masters? Well



Jess_Laaa Jessica Guerreiro

#TheAwkwardMoment when you realise you **work in a call centre**, and decide to plan your escape!



hmarsden22 Helen Marsden

@m0nk3h_man you feeling better? Who looks forward to going to **work** lol. I'll take anything just for 2 months so I can stay!! **Call centre...**



GoldenSun72 Rae Gwaine-acre

It's official. There will be a chapter in my novel denoting the horrors of **call centre work**. And my back is really really hurting right now.



grakki grakki

@gemancipation I use to **work** at the orange **call centre**. Seem to remember I didn't quit, I just stopped going.

3 Nov



WhiplashUnited Michael Doyle

@angelwhispers_ I **work in a call centre** #dullsville

3 Nov

2.

Reward board



3. Champagne Moments

- Rewarding examples of excellent calls
- Celebrate with prizes



4. Flexible Shifts can be a win-win

Allow agents to set their own preferred shift patterns

Simple rules

- Must include one anti-social shift per month (e.g. Friday/ Saturday eve)
- Must keep shift pattern for 12 months

Recruit to fit in with the shift gaps

<http://www.callcentrehelper.com/top-tips-on-flexible-shift-patterns-10958.htm>



Customer
Effort

**Making us
easy to deal
with**

5.

Eliminate those
'oh no' moments

**“I can't believe that
we did that to the
customer ...”**



Contact centre measurement is changing



6. NetPromoter Score

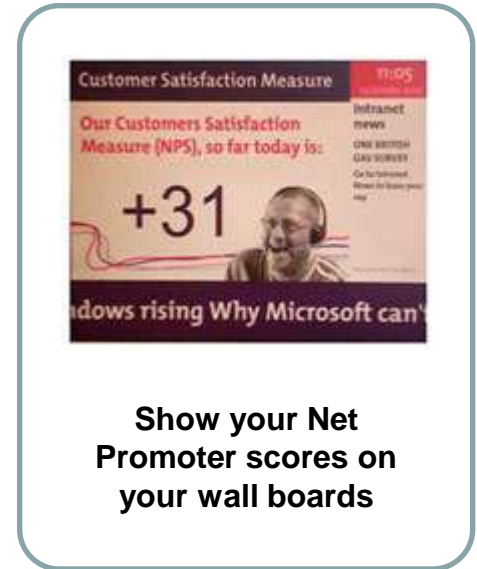
“How likely is it that you would recommend our company to a friend or colleague?”

Results divided into 3 groups

- Promoters (rating of 9-10)
- Passives (7-8)
- Detractors (0-6)

Score can be positive or negative

Claimed to be a reliable predictor of future growth



7.

Customer Effort Scores

The new Customer Effort Score which simply asks:

“how much effort did you personally have to put forth to handle your request?”

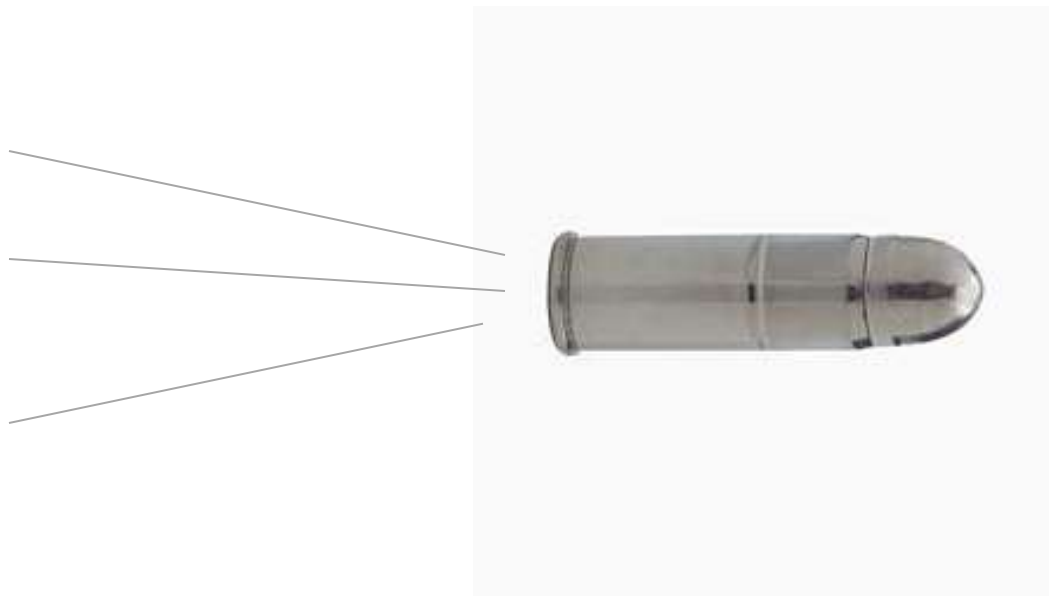
Claimed to be a more effective predictor of increased spending and of re-purchase.

1 2 3 4 5
○ ○ ⊙ ○ ○

<http://www.callcentrehelper.com/forget-net-promoter-try-the-customer-effort-score-14683.htm>

<http://www.callcentrehelper.com/videocast-call-centre-metrics-14872.htm>

Is there really a 'Silver Bullet' to contact centre measurement?



<http://www.callcentrehelper.com/debunking-the-customer-effort-score-28652.htm>

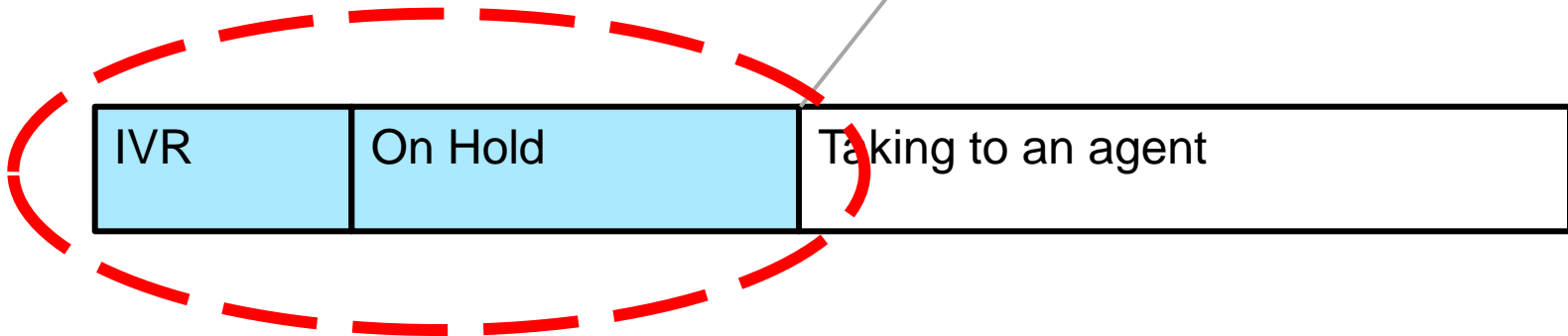
8. Use web chat to improve your online experience

- Web Chat is on the Increase
- Particularly useful for sales centres



9. Listen to callers in the IVR

Overhaul your recorded messages and music on hold



Most call quality programmes only listen to the agent side of the call

10.



If people want self service they use the web

10.

If they pick up the
phone they want to
speak to a person



10.



“The Law of Jonty”
Don't confuse the two