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3 Strategies to make Outbound calling more effective

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Strategy 3

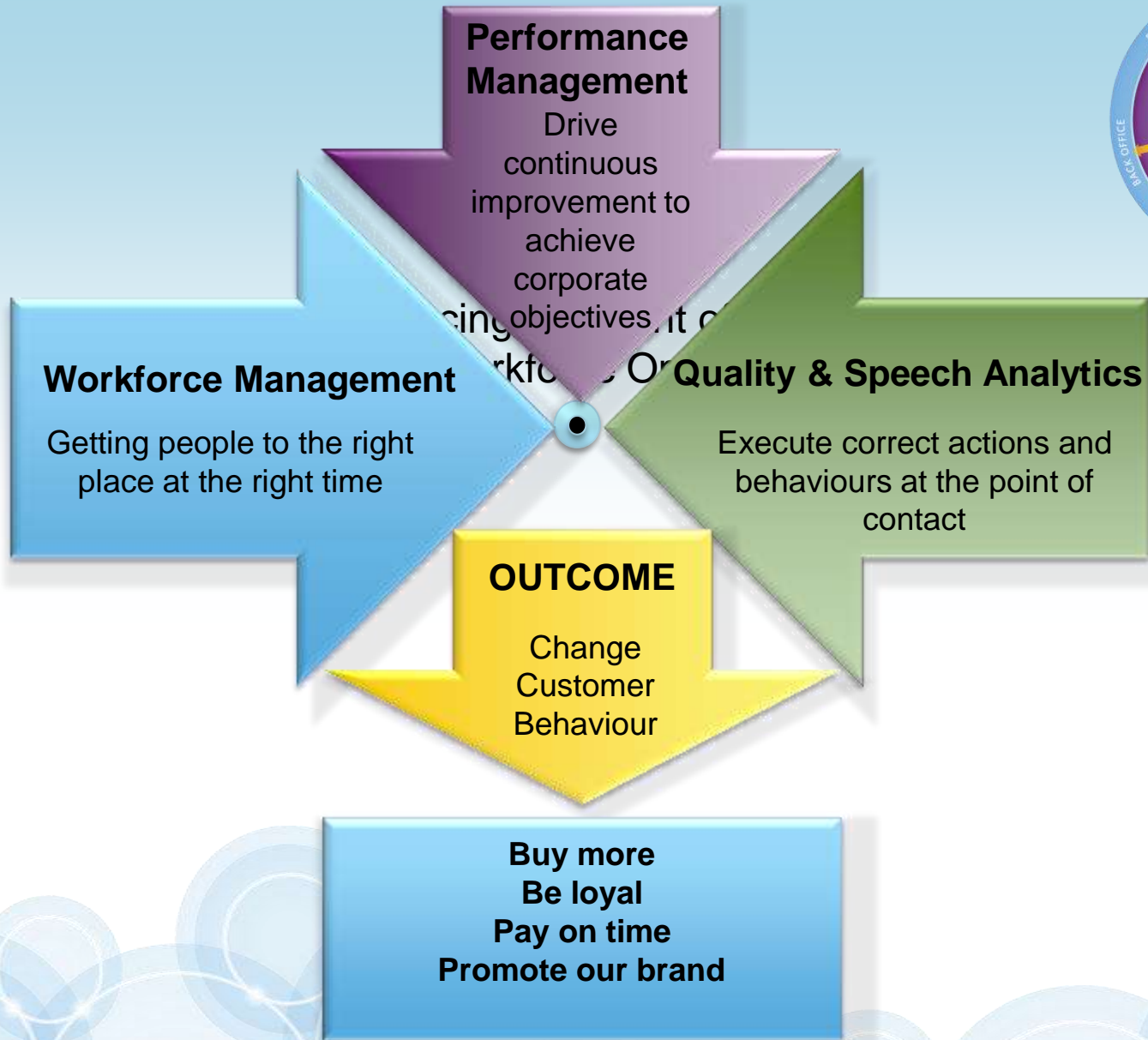Workforce Optimisation strategies for Outbound contact centres

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Why Workforce Optimisation Matters!

CEO and Senior Business Executive Top Priorities Survey

1. Retaining customers and enhancing existing relationships

2. Maintaining competitive advantage

3. Attracting new customers

4. Attracting and retaining skilled workers/talent

5. Reducing costs via better efficiency

Gartner CEO and Senior Business Executive Survey, 2010
19 March 2010

Performance Management

Drive continuous improvement to achieve corporate objectives

Workforce Management

Getting people to the right place at the right time

Quality & Speech Analytics

Execute correct actions and behaviours at the point of contact

OUTCOME

Change Customer Behaviour

**Buy more
Be loyal
Pay on time
Promote our brand**

Workforce Management
Getting people to the right place at the right time

Optimal agent utilisation through intelligent planning and intraday management

— Create optimal plans by forecasting staff requirements based on Connect and Right Party Connect rates, list sizes and number of passes
  — Long term forecasting for recruitment and budgeting
  — Medium and short term forecasting for shift planning

— Re-forecast each day based on adjustments to campaign strategies and list maturity
  — Plan and optimise off-line activities to ensure staffing objectives are aligned with campaign objectives at each 15/30 minute interval

— Maximise staff utilisation during best-time-to-call periods by ensuring agents are adhering to schedules

— Further boost adherence by publishing schedules to agents and notifying them immediately of schedule changes

— Boost employee morale and reduce attrition by allowing agents to view schedules and request off-line activities

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Quality and Speech Analytics – what are our agents really saying?

Quality & Speech Analytics

Execute correct actions and behaviours at the point of contact

— Full time recording – both voice and data portions – of customer interactions

— Allow agents to view evaluation forms, hear recorded calls and view screens
  — Share examples of great customer experiences to agents and other stakeholders
  — Utilise quality recordings as coaching tools to help improve customer experience

— Archive interactions relevant to compliance requirements
  — Recordings can be initiated by invoking dynamic selection of business rules (e.g. trigger based on changes made on agents' screens)

— Turbo charge the Quality Process through Speech Analytics
  — Categorise every call to understand the drivers of call demand
  — Identify best practices and replicate them
  — Weed out regulatory and process non-compliance

Driving corporate strategies to an agent level through Performance Management

— Performance dashboards with performance metrics
  — Set of dashboards for agents, supervisors & managers
  — KPIs focused on workforce management, ACD, & Dialler KPIs
  — Includes intra-day performance, agent productivity, and super-state data

— Push performance metrics down to agents and supervisors
  — Empowers agents to understand and manage their own performance
  — Alerts supervisors daily to performance issues
  — Presents only data relevant to each user

— Highlights areas of concern (rather than burying them in reports)
  — Provides the ability to make quick, effective staff management decisions

— Coaching form to facilitate continuous process improvement
  — Helps align entire business so that everyone is working towards the same goal

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