

“If you really want to reduce AHT, don't focus on AHT”

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Gold Partner

Why Foehn?

Expertise and passion for what we do



20 years experience delivering complex telco projects within private and public sectors



Genesys Gold Partner for PureCloud in the UK & I



PureCloud UK Partner of the Year 2017, 2018 and EMEA Partner of the year 2019



Full wrap around services for 24/7 Support Services, Implementation Services, International Telco Services, Network Level PCI DSS, Call Archiving & Reporting Services.



Agenda

What will we be talking about?

1. Is time-up for AHT?

- What contributes to AHT?
- Does lower AHT = a good interaction?

2. How can you leverage your Contact Centre to reduce AHT?

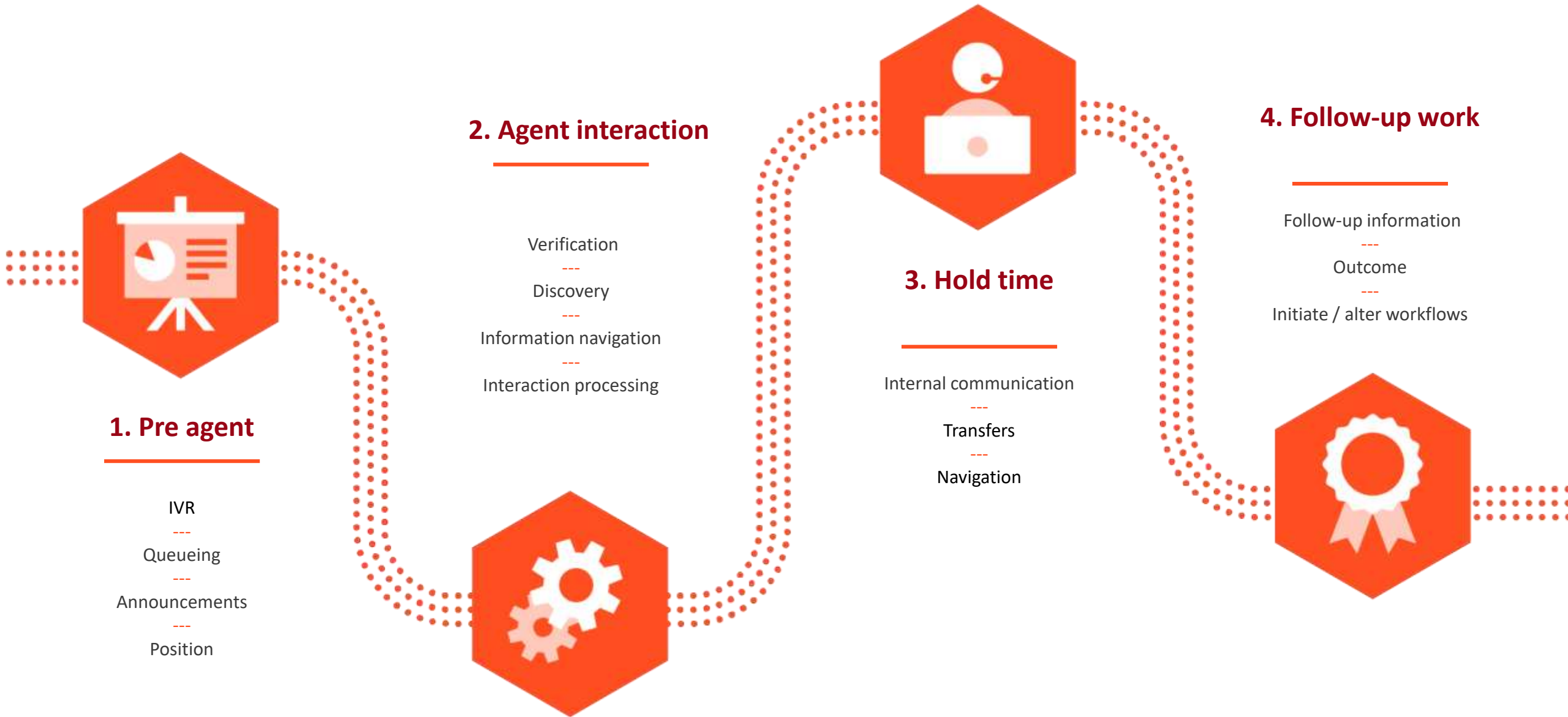
BEGIN.

Average Handling Time

More speed less haste?

- Is it better for an interaction to be fast or good?
- Is a fast interaction memorable?
- Should you incentivise a shorter interaction?
- Do we miss opportunities?

The AHT Timeline





1. Pre agent

IVR

—
Queueing

—
Announcements

—
Position

Pre Interaction Tools:

- **Introduce:**
 - Self service
 - Verification
- **Offer** the preferred channel
 - Automate transactional requests
 - Dedicate agents to great service
- Leverage **data** for optimal routing strategy
 - Digital Engagement
 - IVR collection
 - Applied to routing strategy

2. Agent interaction

Verification

Discovery

Information navigation

Interaction processing



Reduce AHT | Support your agents

- Simplify the environment & eradicate navigation
- Leverage data to generate a single view of the customer
- Understand interaction history
- Bolster the agent toolkit
- Promote engagement

Reducing AHT

Reduce Handling time by becoming better

- Where can I improve?
 - Granular, channel specific reports
 - Live analytics
- How can I become more efficient?
 - Workforce Management
- How do we get better?
 - Build best practice
 - Call / screen record
 - Analyse sentiment