

# The Advisor of the Future



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 **Mpathy Plus**  
customer service and contact centre experts

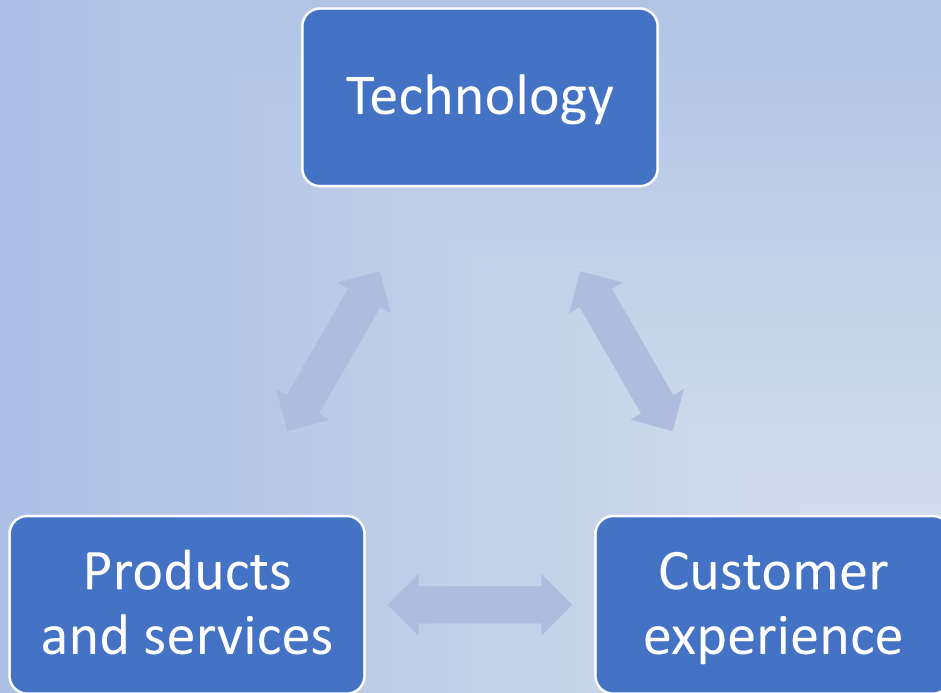
## Webinar

>> Thursday 27th February 2020

# Things are changing – my views from the front line



# What are the drivers of change?

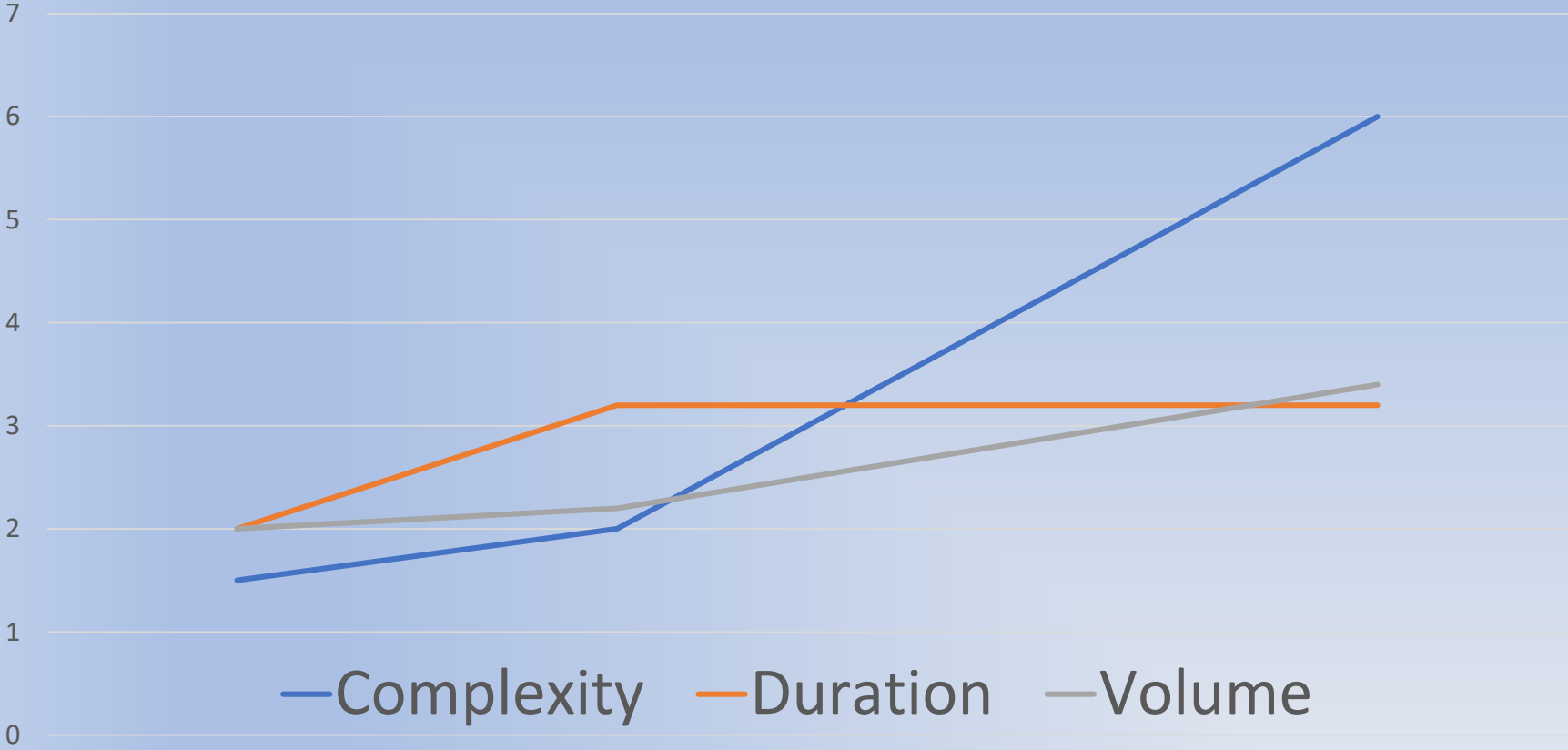


# Customer expectations?

Ability to self serve when they want to but when they cant...

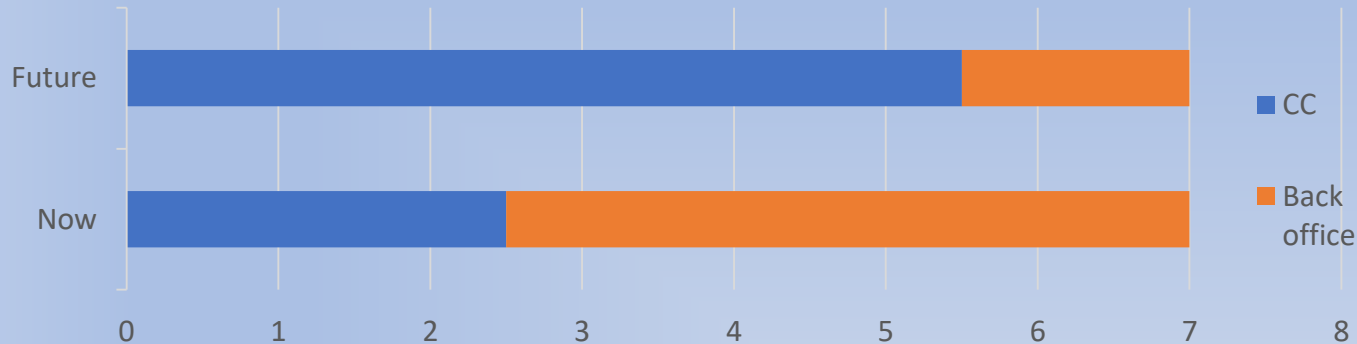
- Engage with somebody that understands and is empowered to help
- Accessible when required
- Ownership
- Resolution
- Support through process
- Empathic service
- Trust

# Possible Impact



Poll

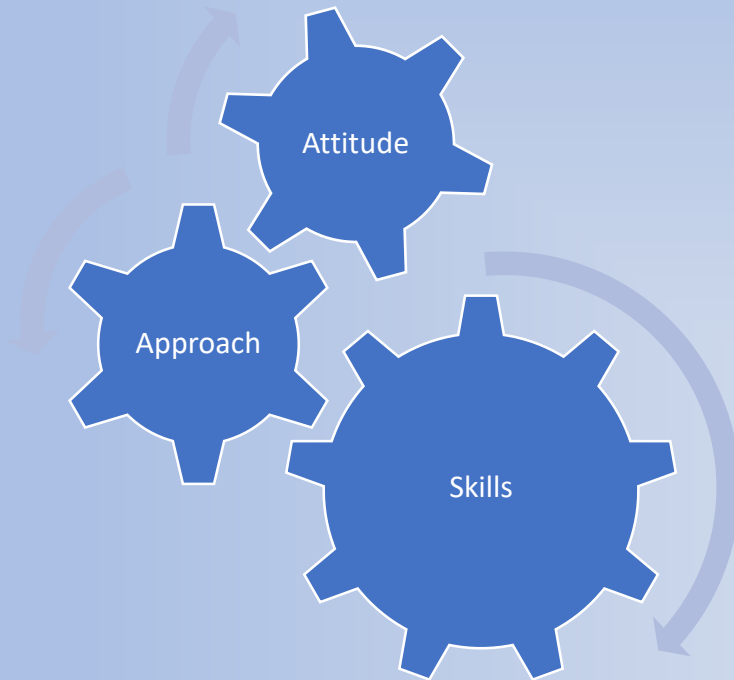
# How will workloads change?



Increased ownership of the end to end service

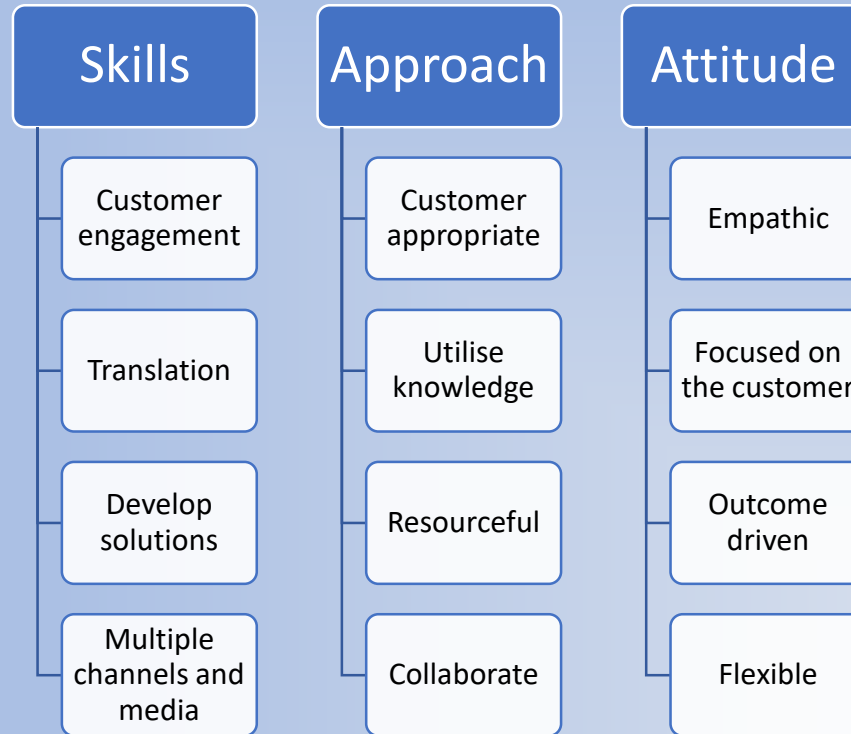
Will include third parties as part of solution e.g. IoT

# Different mix?





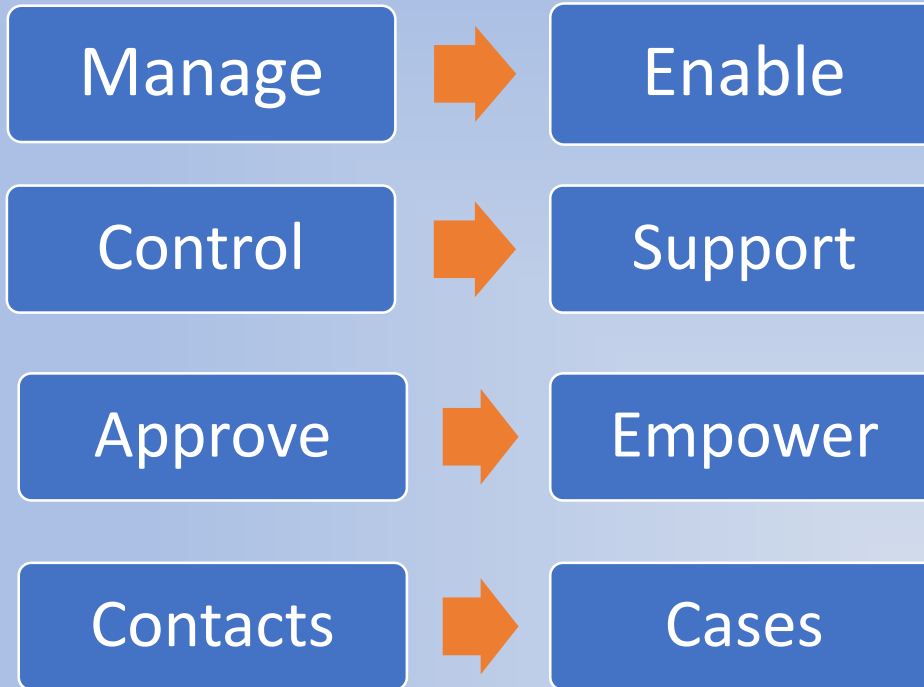
# Advisor of the Future Attributes



# Support



# Management shift



# Performance Management Focus

## **Previous - Productivity**

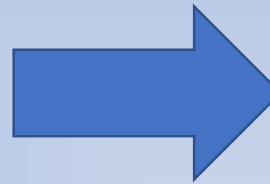
Contacts handled/AHT

Quality score

Adherence

Behaviour

Compliments/complaints



## **Future - Outcome**

Contact resolution rate

Customer satisfaction

Key learnings

Appropriateness

Engagement

Poll

# Advisor expectations

## **Salaries**

Increasing

Benefits focused on Advisor instead of organisation

Job satisfaction

## **Comparative roles**

Technical support

Educators / teachers

Professional advisors

## **Impact on HR**

Recruitment strategies

Retention strategies

Salary benchmarking

Reward policies



Gamification

# Summary

- Customer engagement is changing
- The role of the Advisor is changing and will continue to develop
- Career vs a job
- People will move into Contact Centre / Job satisfaction
- Different competencies
- Ownership of workloads and responsibilities
- Increasing rewards
- HR will need to adapt to the future.



# Thank you

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