



Contact Centre Transformation

By Morris Pentel

The first 8 weeks

Were you
ready on 25th
Jan?

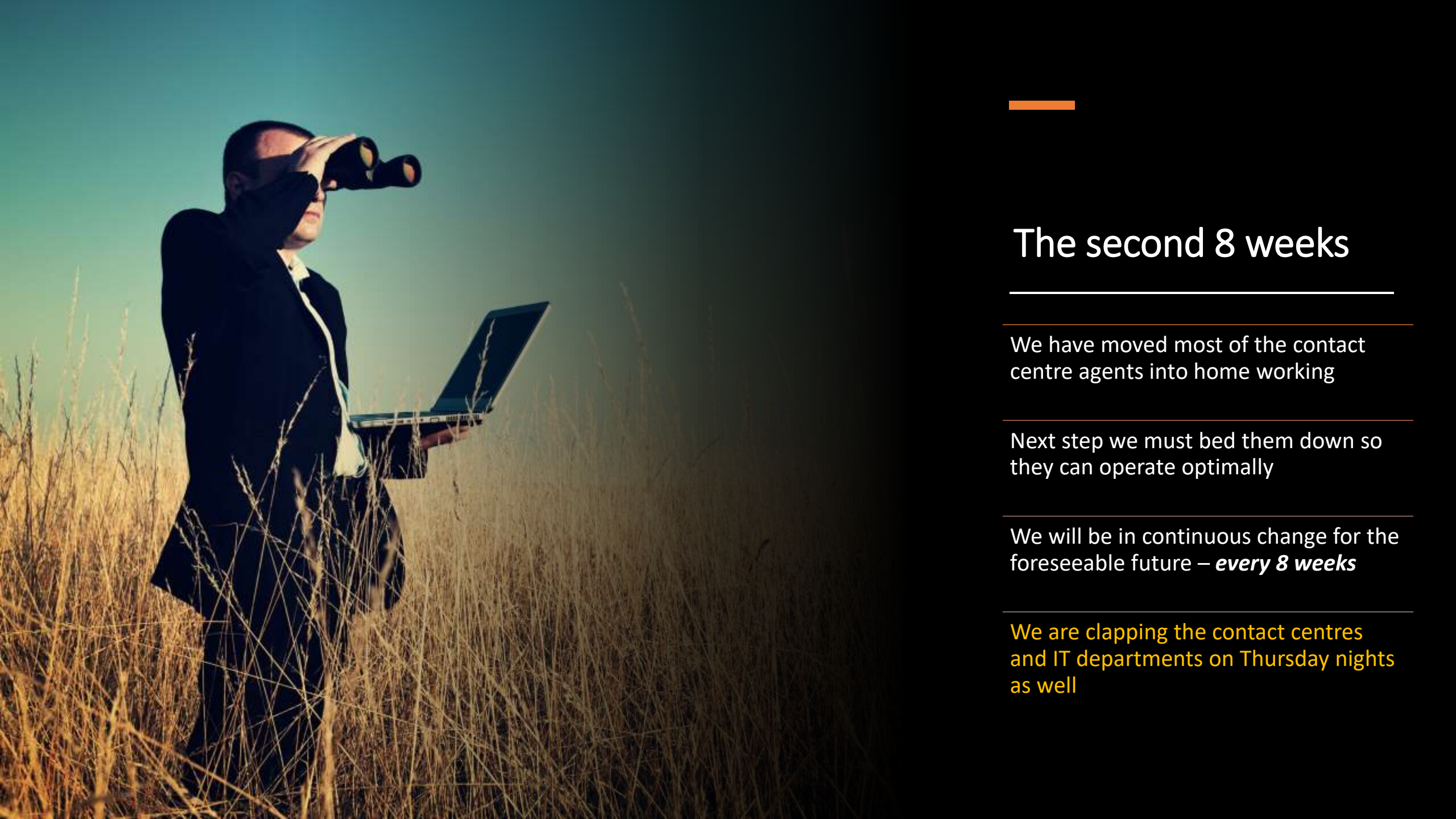
Are you still
open?

Can I make
contact?

How well are
you
operating?

Am I vital to
you?

Will you help
me?



The second 8 weeks

We have moved most of the contact centre agents into home working

Next step we must bed them down so they can operate optimally

We will be in continuous change for the foreseeable future – ***every 8 weeks***

We are clapping the contact centres and IT departments on Thursday nights as well

4 things to think about – 8 weeks cycles

1

Taking the tech
off the table

2

**Emotional
Support Time**
for Agents

3

**Emotional
Support Time**
for Customer

4

Setting new
tactical goals
and managing
strategy



Taking tech off the table

Measure the performance of the agent's systems and applications using polling software

Create better experience for all internal communications

Review other channels and update them

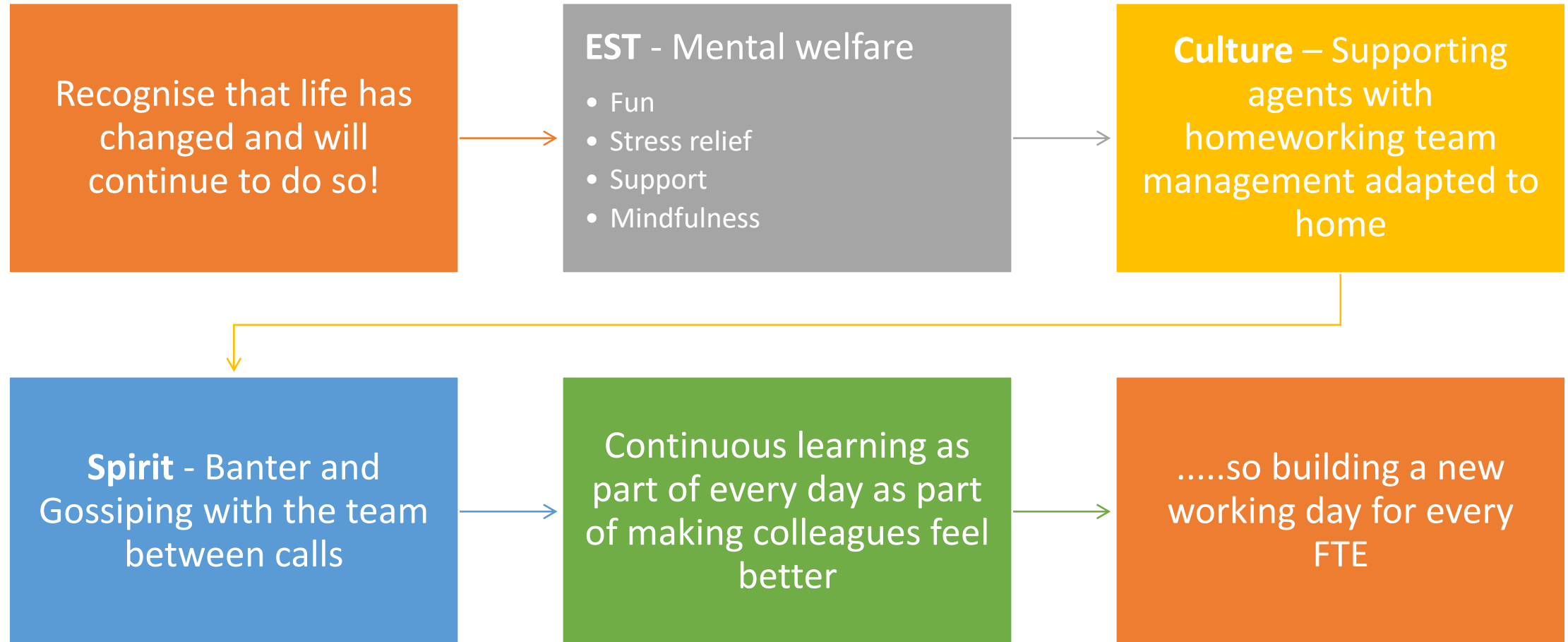
Review or switch off Automated Outbound Communications

Expect extra IT support assistance and treat as staff as VIP customers

Extra security on data

- Poll

EST for Colleagues - *Building the right habits*



EST for customer

Recognise that their lives has changed and will continue to do so!



Customer needs

General
Information

Their Information

To Negotiate

Be satisfied (FCR)

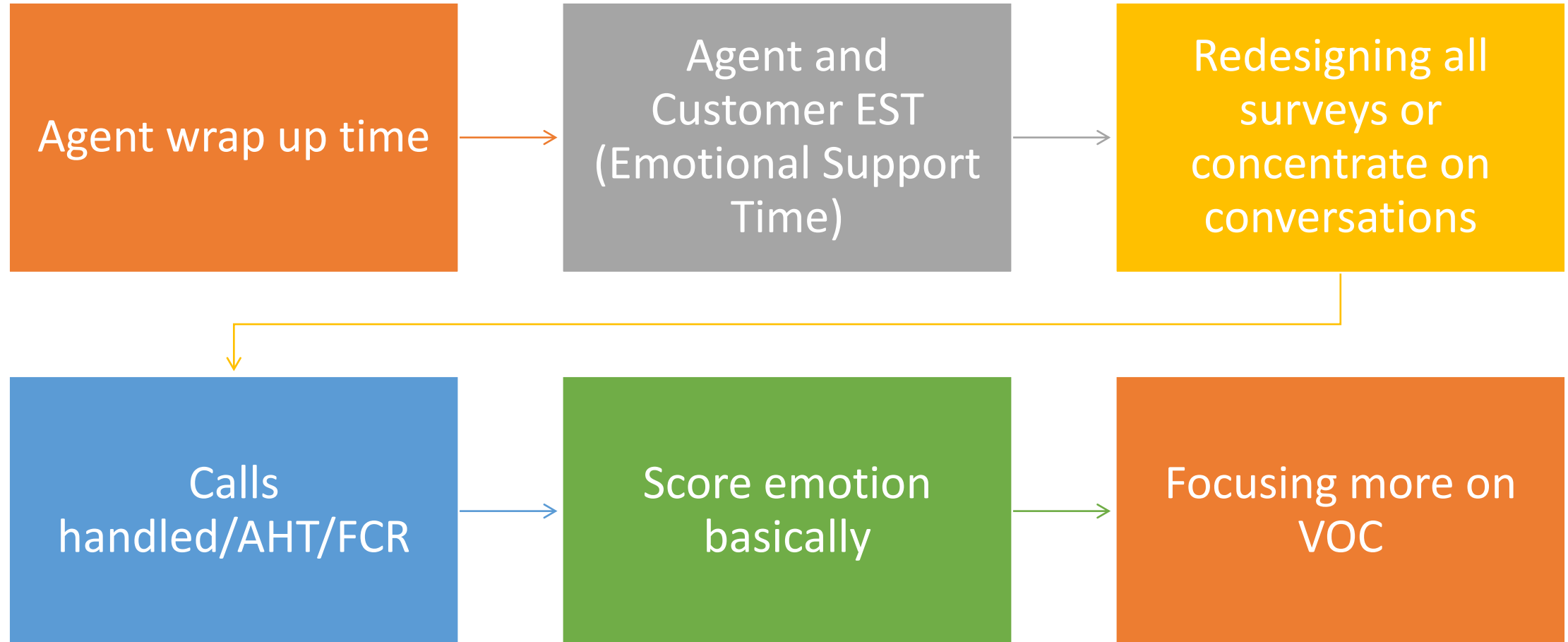
ETS - Emotional
Support Time

Human

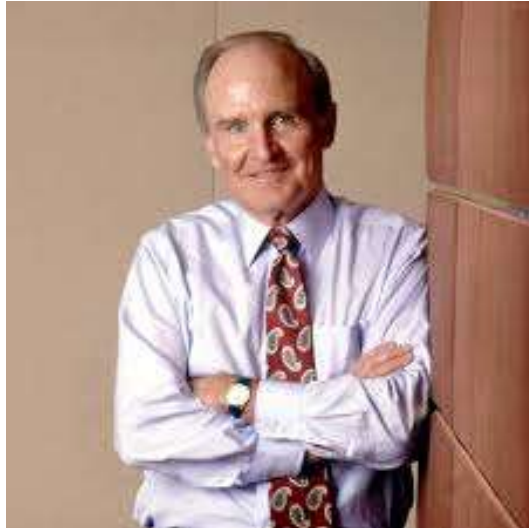


Changes to every aspect of the Customer Journey

Setting new tactical goals



Strategy



“In reality strategy is actually very straightforward. You pick a general direction and implement like hell.”
Jack Welch

- Things haven't changed at all – change is constant
- Some conditions have dramatically changed and so what lessons can we learn?
- We don't know - we are now in a continuous state of large-scale change so how do we adapt our strategy?
- We now have a shared common experience with our customers and staff so how can we build on that?
- Possible long term impacts like the collapse of large office values, OPEX and other stresses must be monitored

Stay Safe and build
good habits



Morris Pentel

If you want the checklist
email m@pentel.me
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