



**Intelligence from customer  
interactions.**



Mark Lockyer  
Sales Director UK & EMEA





## Evidenced Coaching all on one platform

The ability to record and monitor coaching, making it much easier to track their agents development path and trends

## Optimisation

Provided their Team Leaders an efficient and effective coaching platform, allowing them more time to focus on dedicated and targeted coaching for their people

## Encourage Agent Self-Development

Provided their Agents the ability to identify their own call performance areas, as well as track their progress.

## Enhance Employee Engagement

Drove a greater connection between their agents and customers through positive customer Praise



# Consistency in Managing A Virtual Workforce

Virtual monitoring for consistency

Virtual support & coaching

Daily strategies & assignments based on outcomes

Maintaining business outcomes & revenue

Monitoring opportunities & wins

# Delivering Analysis

## Automated & Predictive Scoring



Omni-channel interaction acquisition (with metadata)



Transcription & acoustic measurements (redacted)



Semi-supervised ML driven contact classification (language patterning)



Weighted rules-based automated scoring



Agent performance & compliance risk

AGENT QUALITY

**72**

Ownership

**LOW**

CUSTOMER SATISFACTION

**76**

Process Adherence

**Pass**

SENTIMENT

**Positive**

VULNERABILITY RISK

**18**





# Consistency in Managing A Virtual Workforce

Virtual monitoring for consistency

Virtual support & coaching

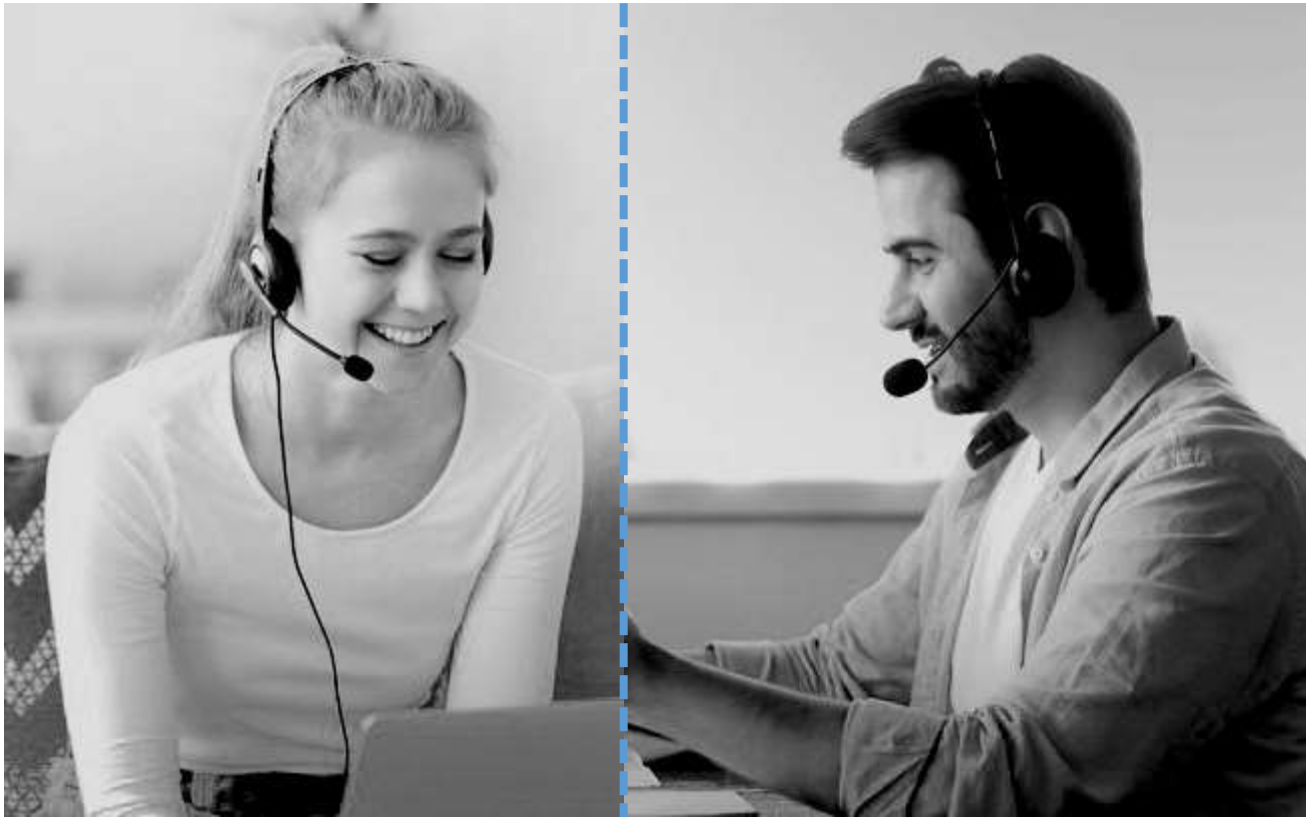
Daily strategies & assignments based on outcomes

Maintaining business outcomes & revenue

Monitoring opportunities & wins



# Coaching in a WFH World



## Using baselines to measure agent effectiveness in the conversion to a remote workforce

- ✓ Do agents have connectivity issues that would impact consumer experience and thus conversion rates?
- ✓ Do agents execute call handling and script adherence without supervisors nearby, or get caught up talking about the current pandemic with consumers?
- ✓ Can they maintain the same levels of professionalism and attention to detail in a home setting?



# Coach Agent Review and Response

Assigned to: **John Jones**
Assigned on: **05/01/2018**
Eureka ID: **79**
Due by: **05/02/2018**

Ownership  
**16.31**

John Jones replied to this discussion

⏪ ⏩02:13

**Actions**  

✓ Acknowledge

Discuss

✕ Cancel

### Active Discussion

**Alexis Kitchen | 05/01/2018 12:00 PM**

John – great job on this call and collecting the payment. One thing I'd like you to work on is showing more ownership and empathy when customers express their financial situation. Please focus around the minute mark (where I've highlighted); this is an area you could have deviated from the script and helped the customer know you can understand their challenge

Thanks! Your note makes sense. How would you have responded?

Reply

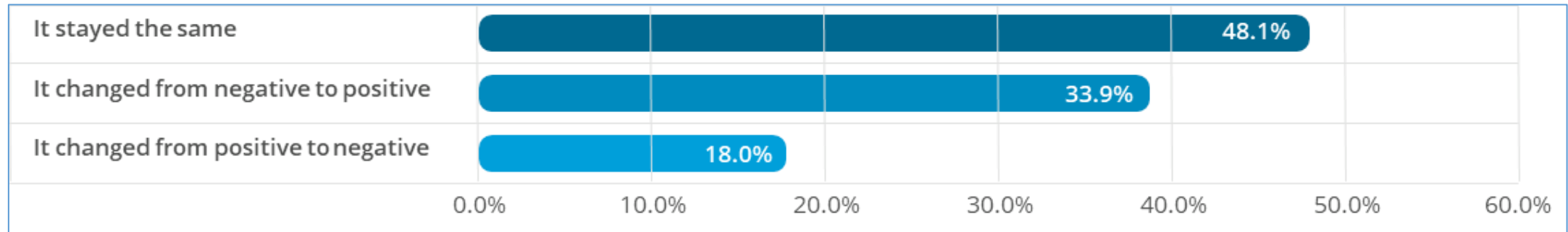
Close



# Good Calls ▶ Keep Customers & Agents Happy

It pays to deliver a positive call centre experience, but agents have a tough job. Not only are the majority of contact centre calls problem related, but customers with problems are more emotionally charged.

Change of emotional state on call 2020\*



This means that not only do agents need to be able to handle complex issues and manage emotional customers but at the same time they need to be able to manage their personal emotions while dealing with each and every customer.



\*CallMiner Churn Index 2020



Knowledgeable intelligent & empathetic  
**'Super-agents'**

**Key to Customer Loyalty**

**88%** Experience Positive Change in Emotion

**78.4%** Switch From Bad Experience

**84.1%** Stay Loyal From Good Experience

**#1 Reason for positive change in emotion**

- The adviser didn't solve my problem

**#2 Reason for positive change in emotion**

- The agent showed he/she understood my problem

**#3 Reason for positive change in emotion**

- The agent listened to me

Knowledgeable intelligent & empathetic  
**'Super-agents'**

**Key to Customer Loyalty**

**88%** Experience Positive Change in Emotion

**78.4%** Switch From Bad Experience

**84.1%** Stay Loyal From Good Experience

**#1 Reason for negative change in emotion**

- The adviser didn't solve my problem

**#2 Reason for negative change in emotion**

- I had to repeat myself

**#3 Reason for negative change in emotion**

- The call centre adviser did not listen to me



# Coach – Case Study Example



- ✓ John is a competent level agent who has been with the business for 4 years
- ↓ John was struggling to achieve a call behaviour score of 87% and started to become disengaged.
- ✓ He was eager to connect with his own self development, so he wasn't reliant on his team leader.
- ✓ John utilised his call samples and was able to improve on his own development areas he had identified
- ✓ John took ownership of his own self development and was able to access Coach and his scores and within a couple of months his scores went from 86.46 to 91.60%
- ✓ John is now an advocate of the platform who is driving agent connection and building healthy competition within the team



# Next Steps

Get in touch for a free ROI assessment or Demo

Visit our Learning Centre to learn more about how CallMiner customers are transforming their businesses [www.CallMiner.com](http://www.CallMiner.com)

**Thank You**



[Mark.lockyer@callminer.com](mailto:Mark.lockyer@callminer.com)



<https://www.linkedin.com/in/malockyer/>



+44 (0)115 906 1142