

# 7 Things That Great Contact Centres Do Well

Call Centre Helper | Prashant Parekh

## Summary:

- Key priorities of Great Contact Centres

7 Things That Great Contact Centres Do Well

- Routines for great results
- Question time

# Key priorities of Great Contact Centres

- Best Centre to invest in (Efficiency)
- Best Centre to contact (Effectiveness)
- Best Centre to work (People)



# *Efficiency* - Demand led resourcing

Last year's contact demand

Overall business growth, channel growth and project/change impact

Self service and Customer Behaviour change



# Efficiency - Contact Centre as Value Centre

## Cost Centre model

Economy of Scale and Multi-skilling

Average Handling Time,  
Cost/Customer, Cost/Contact,

## Value Centre model

Economy of Scale and Multi-skilling

First Contact Resolution, Customer retention etc.

## Value addition options

- Investing in tangible returns – Sales through service
- Investing in intangibles – Customer Satisfaction, Net Promoter Score, Customer Effort Score, Quality Assurance

Cost Focus

Value Addition Focus



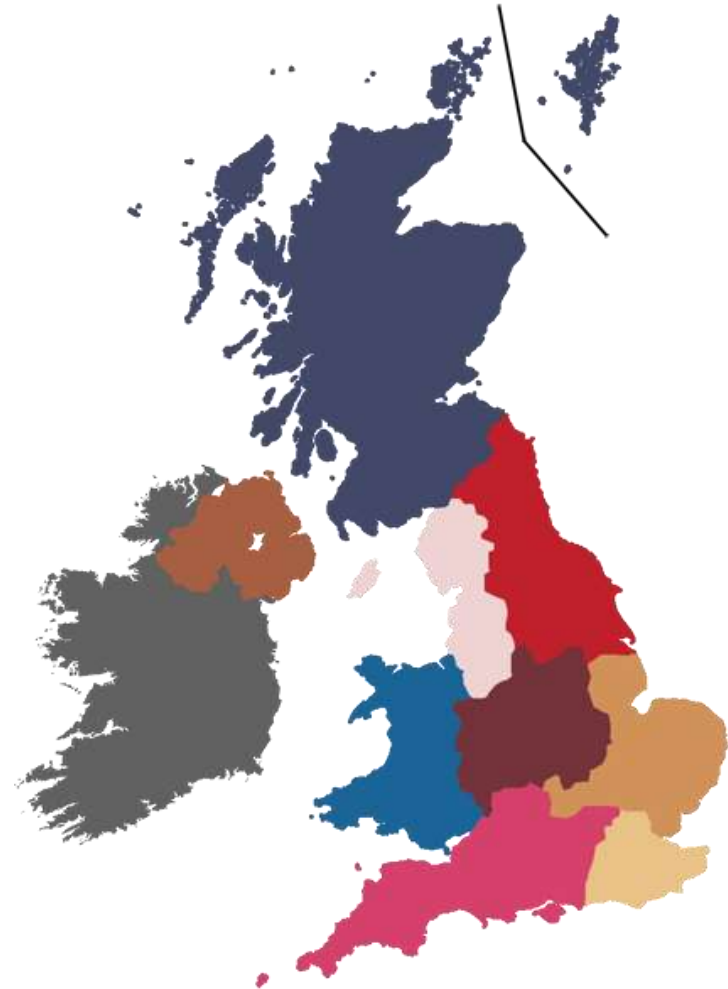
# ***Effectiveness*** – Focus on quality and customer experience

- Voice of Customer
- Customer experience measures across the channels – Customer Satisfaction Score, Net Promoter Score, Customer Effort Score
- Quality assurance and Compliance



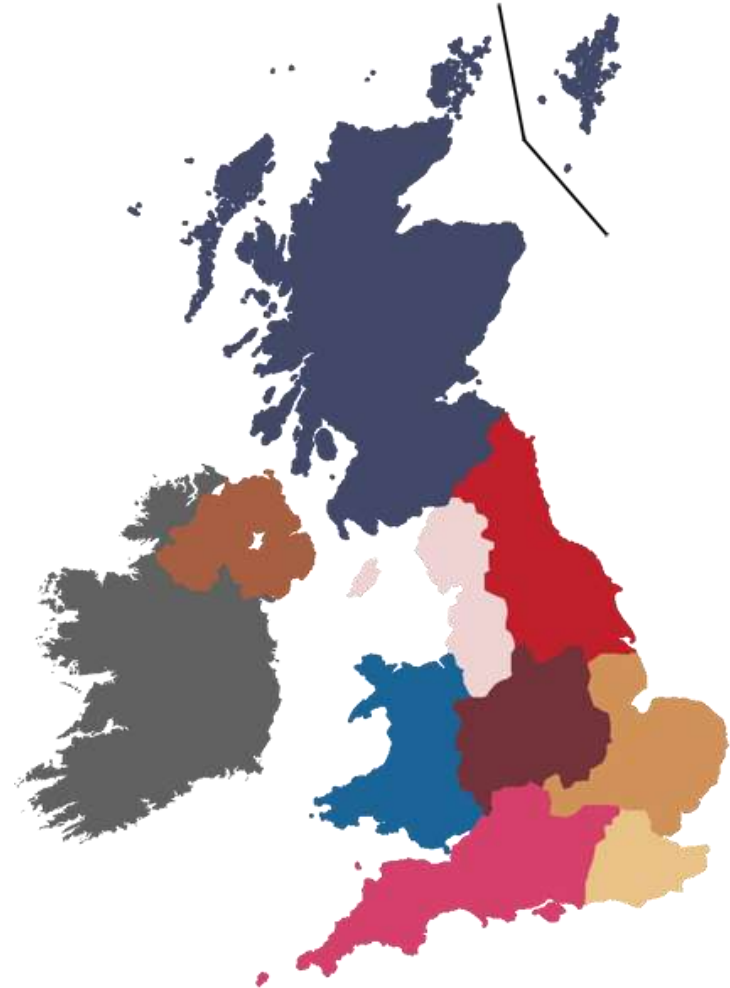
## ***Effectiveness* - Customer centric processes**

- **Case allocation process - FIFO vs Regional**
- **Customer Communication process - Team vs Direct Contact**
- **Question everything**



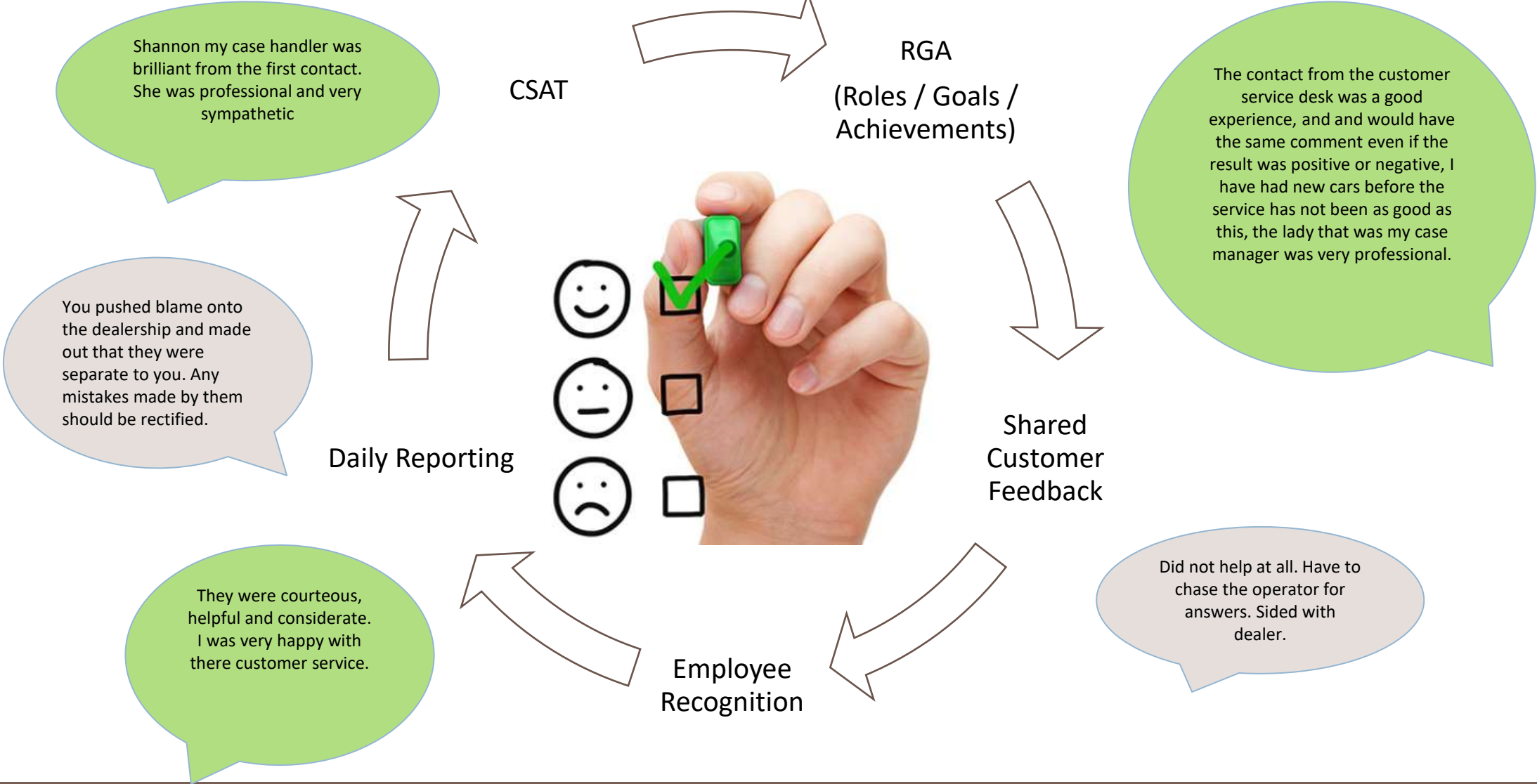
# Customer centric processes

- Audience Poll





# People - Customer focused culture



# People - Coaching for Quality, Compliance and Customer Experience

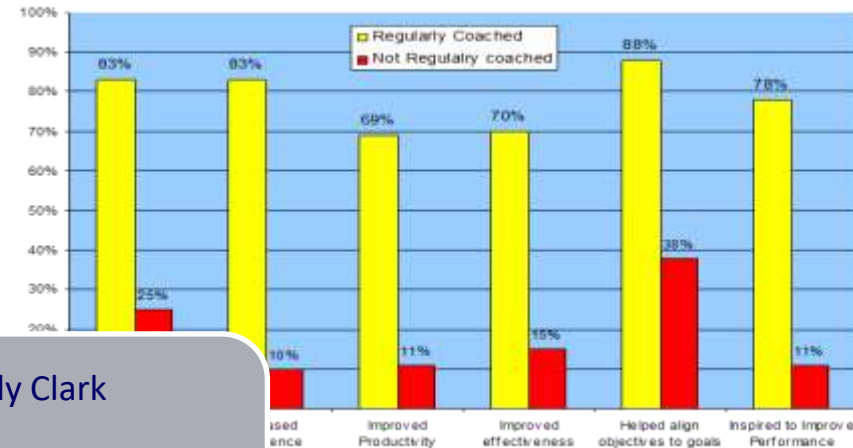
Commissioned Level 4 coaching impact study

Coaching Significantly improves performance

Coaching & training positively impacted business results

Coaching has much more impact when reinforced by the leader's manager

Coaching Significantly Improves Performance



**Kimberly Clark**

Turnover \$18.3bn

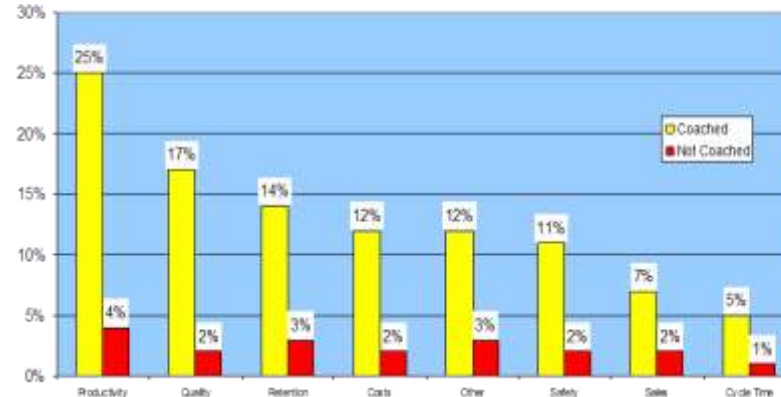
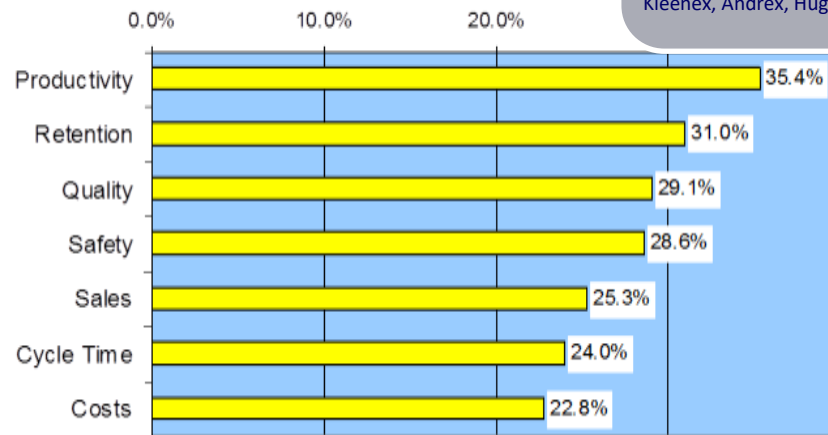
53,000 employees in 150+ countries

Brand leader in 80

¼ of world's population buy products everyday... think Kleenex, Andrex, Huggies

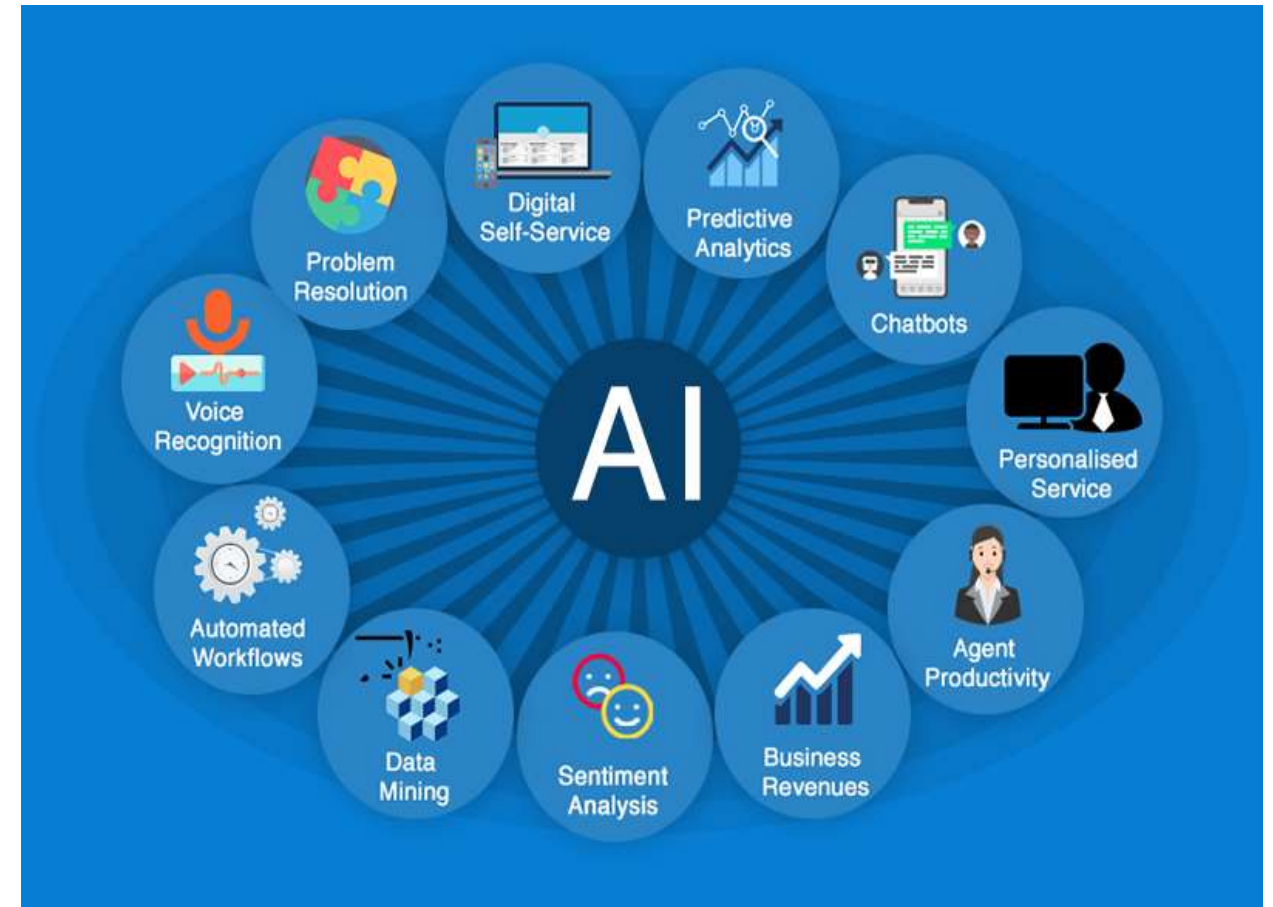
has **FOUR TIMES** more Impact when forced by the Leader's Manager

Coaching Training Positively Impacted Business Results



# Leverage Technology as enabler

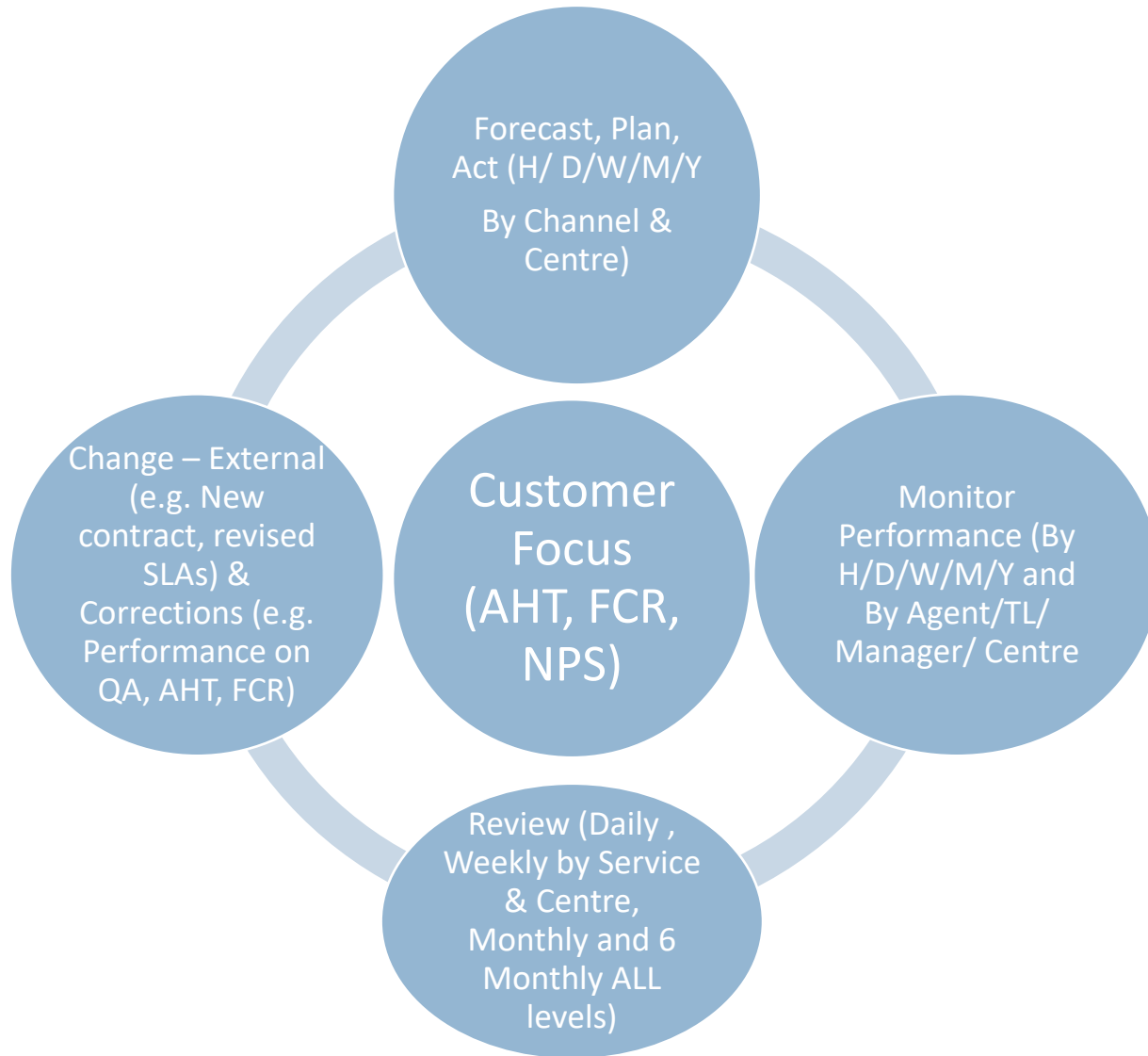
- Best Centre to invest in  
Intelligent Self-Service – Artificial Intelligence, Machine Learning, Chat Bots, Knowledge Management
- Best Centre to contact  
Voice of Customer – Speech analytics, Customer Journey analysis across channels
- Best Centre to work  
WFM and Reporting



# 7 Things That Great Contact Centres Do Well

- Demand led Resourcing
- Contact Centres as Value Centre
- Focus on quality and customer experience
- Customer centric processes
- Customer focused culture
- Coaching for Quality, Compliance and Customer Experience
- Leverage Technology as enabler

# Routines for great results:



- Demand led resourcing and WFM
- Daily reporting for Frontline and Management
- Weekly and Monthly reviews, with Variance analysis
- Continuous improvement mechanism
- Channel and Site integration for flex and efficiencies

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Questions please?



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