

talkdesk

# A Different Look at Service Level

Tiffany Milligan  
Director, Product Management

# SERVICE LEVEL

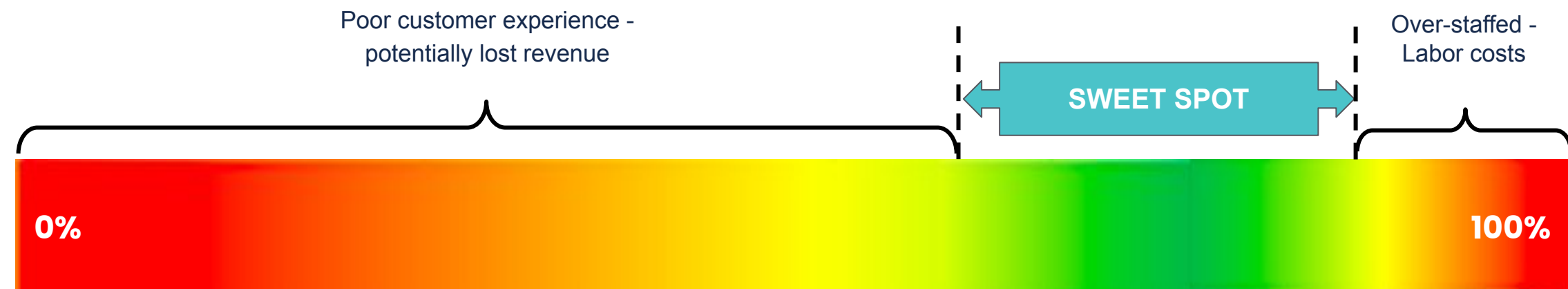
MOST USED, LEAST UNDERSTOOD

## What Does Service Level Really Tell You?

Not just a number you have to keep in the green...



...it's the fastest indicator you are losing money



# WHY?

## Forecasting & Scheduling KPIs

Forecasting and scheduling are based on KPI assumptions



Arrivals



Abandon Rate



AHT



Shrinkage %



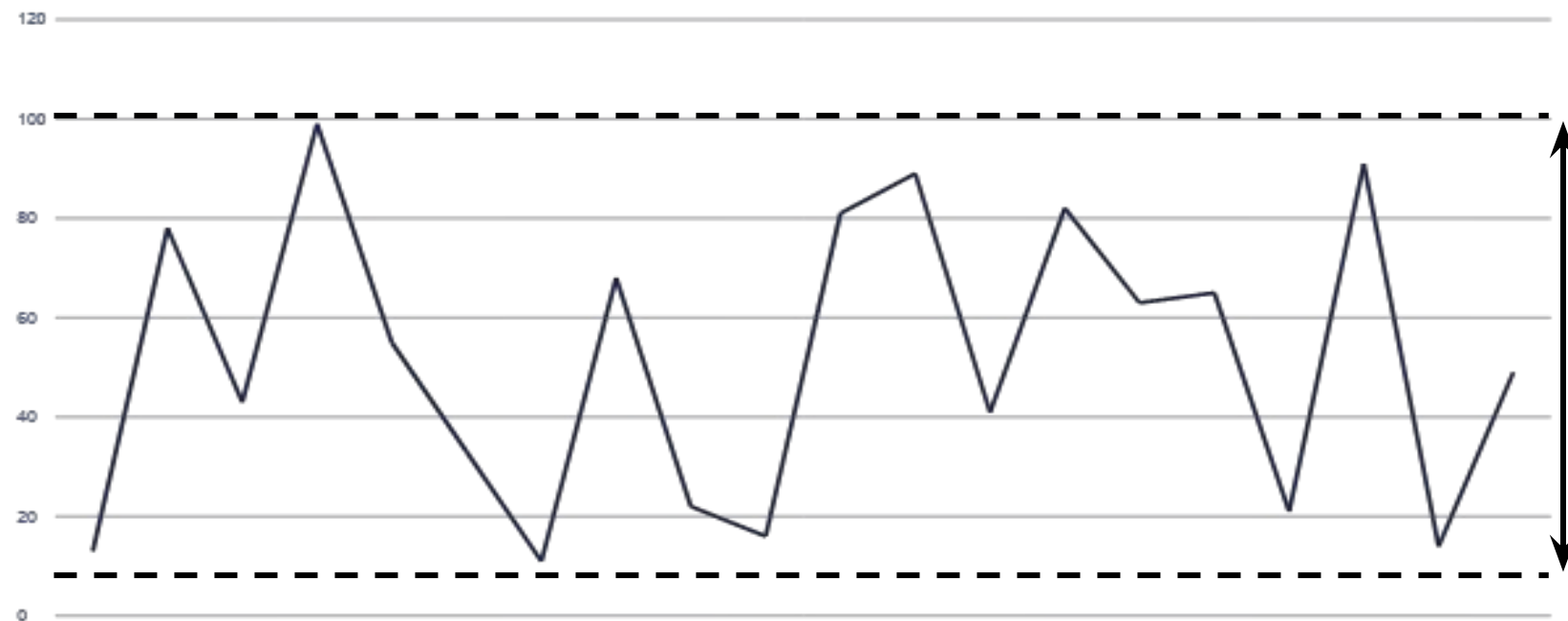
Occupancy %

Variance in actuals impacts the Service Level % metric

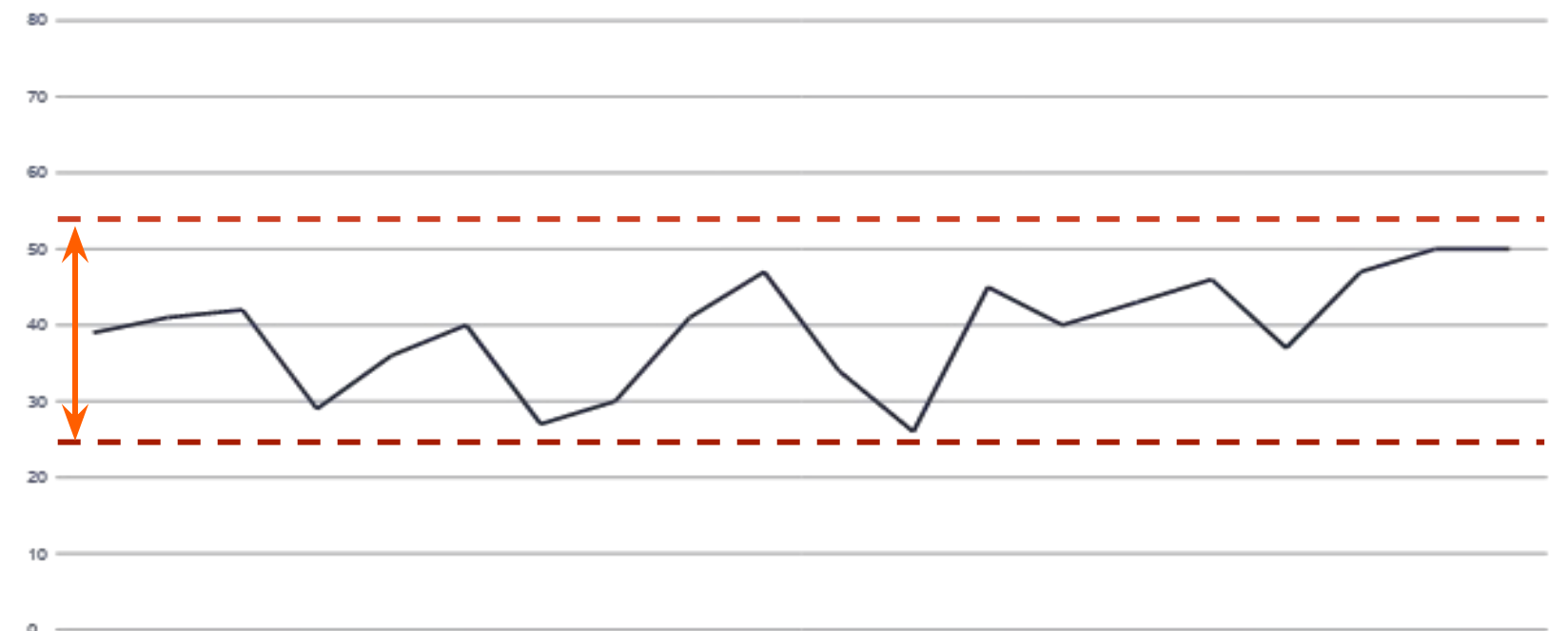
# WHAT'S THE REAL SERVICE LEVEL GOAL?

The Goal: Keep the Service Level % in the optimal range and narrow the variance

From this...



...to this



# Quick Poll

# RECOMMENDATIONS

## 1. Measure Your Service Level Correctly

Answered within Wait Time Threshold

---

Arrivals – Short Abandons

# RECOMMENDATIONS

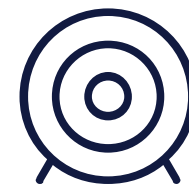
## 1. Measure Your Service Level Correctly

Answered within Wait Time Threshold

---

Arrivals – Short Abandons

## 2. Calibrate your Wait Time threshold



Don't just use  
80/20 or 90/30



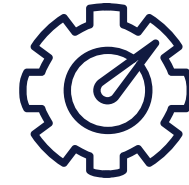
Use your average  
time to abandon



Compare against  
CSAT and/or NPS

# RECOMMENDATIONS

## 3. Decrease Your Demand: Arrivals



Self-Service



Call Deflection

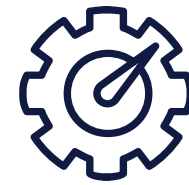


Manage Upstream



# RECOMMENDATIONS

## 3. Decrease Your Demand: Arrivals



Self-Service



Call Deflection



Manage Upstream

## 4. Increase Your Supply: Agent Hours



Absenteeism



Availability %



Adherence %



Avg. Talk Time



ACW



Thank you.