# FAB

SOLUTIONS

What does a Super Agent look like?

A little bit about me…

First………..What is a super agent not?

- Someone who works lots of hours

- Someone who can handle lots of pressure and doesn't complain

- Someone who is Career focused and super ambitious

- Someone who is eager to take on lots more responsibilities

- Your super engaged will volunteer for anything agent

Why do we need Super Agents?

Voice →
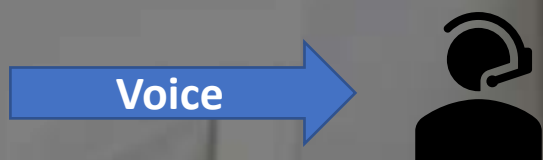
- **Simple**
- **Limited Channels**
- **High volume**
- **Transactional**

SMS ↘
SOCIAL ↓
Voice →
WEB CHAT →
E-MAIL ↗

CHANGE →

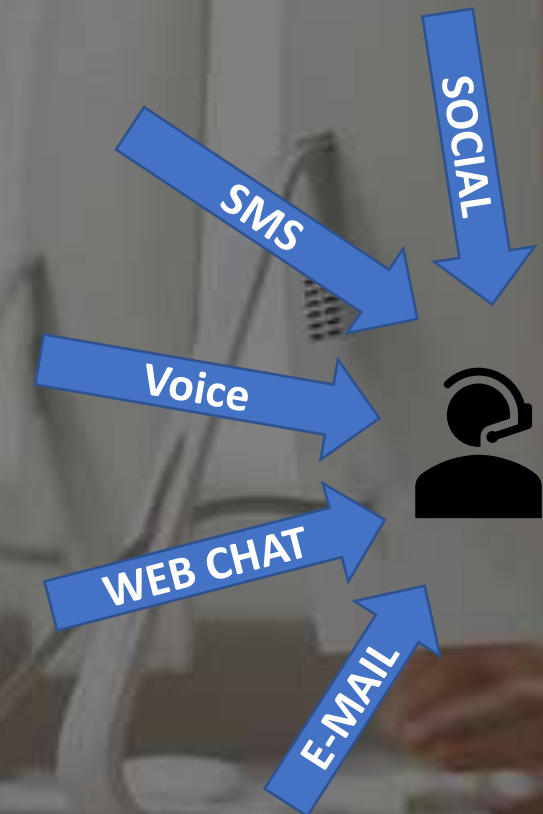**Competencies**

Skills

Training

Supervision

- **Complex enquiries**
- **Omni Channel focus**
- **Blended Skill sets**
- **Continued High volume**
- **Transactional and relational interactions**

The Agents Job is much harder then it used to be!

- **Quality Assurance**
- **Scripts**
- **Knowledge Management**
- **Customer Experience**
- **Multiple Systems**
- **SMILE**

HARD! →

- **Mistakes**
- **Complaints**
- **Fear of getting it wrong**
- **Limit success**
- **Risks to my job**

Poll Question

- What do we think is the average cost to replace disengaged employees in the contact centre?
  - £1,200 per employee
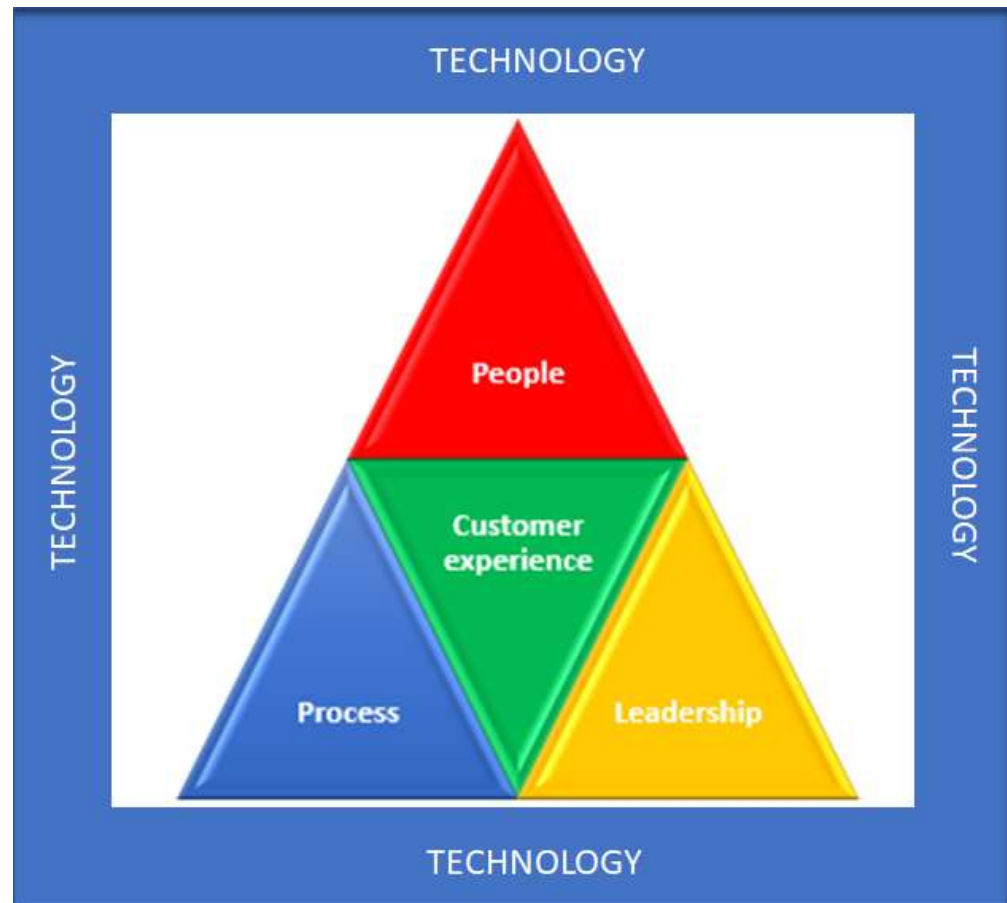 - £11,200 per employee
  - £110,200 per employee

So what
Makes a
super agent?

5 super powers we have to build our super agent

People Capability

Training and competency

Clear expectations

Feedback

Regular reviews

Leadership development

People THRIVE when they feel Appreciated

Discretionary effort goes up

Productivity goes up

SKILLS + EFFORT = Achievement

Process improvement

Poor Process * Low effort
= Poor Performance

- Simplify
- View from your teams seat
- Invite them to offer improvements
- Elephants, dead fish and vomit

Customer experience

Happy Customers = Happy and SUPER productive agents

- Walk your customer journey
- Where are your key moments of truth that can make or break your experience
- Complaints and Closing the loop
- Feedback and praise for agents
- NPS based on a relationship rather then a transaction

Poll Question

- What percentage of customers would be willing to pay more for an excellent customer experience
  - 15.9%
  - 20.9%
  - 25.9%

Technology integrations

- Optimise productivity through Multiskilled Agents
- Broaden skill set
- Reduce attrition

Blended Working

Gamification

- Increased productivity
- Better engagement
- Fun at work

- Unify your systems with cloud based technology and API's
- Streamline to improve AHT and UX

Integrated Technology

Summary

- Your agents are already Super heroes
- It's our responsibility as leaders to help unlock their potential
- The role of the agent has fundamentally changed and we need to see it from their perspective when inviting change
- Challenge yourself on your process – walk your customers journey
- Use the data from your customer experience to change your process and employee experience
- Unify your technology to help simply the employee experience

Thankyou