



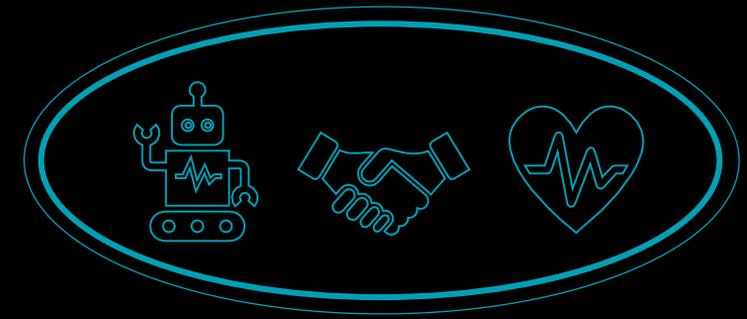
5 clever ideas to improve contact centre efficiency

Lee Jones

The Augmented Human

Machines and humans must work in harmony

Machine learning, AI and technology in general is going to do amazing things to progress how we work and serve customers.

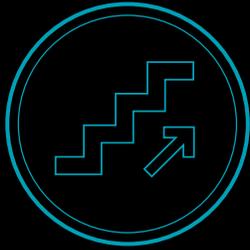


But....

Whilst machines are doing ever more brilliant things, it will be decades before they can replicate the key human skills that drive customer experience.

Tip 1. Three standout mindsets that make a difference

Accountability



This is about looking objectively at a situation and making deliberate choices about how you will handle it. It doesn't necessarily mean you get the output that you want, or that you're able to solve things. Our actions and the language we use are the ways we can demonstrate accountability.

Curiosity



Being curious is a state of mind and a very powerful way of remaining open to new information. Instead of jumping to conclusions in your mind, you remain open to the fact that there could be a different interpretation than your own.

Presence



Presence is a state of being attuned to the other person or an activity we are taking part in. Some people call this 'flow'. In this mindset, our thoughts, speech, and body language is aligned.

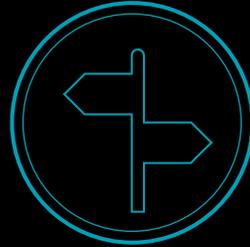
Tip 2. Three skills that drive high performance

Appropriately acknowledge



Making the customer feel like they're in safe hands from the start – positively impacts the conversation length and reduces repeat contact

Signposting



By taking proactive control of the customer conversation, not only does it improve customer experience, it also improves efficiency within the customer contact.

Next issue avoidance



What customers need are advisors that are looking to head off future problems and prevent customer call-backs.

And there are massive benefits.... Improved advisor confidence, better AHT control, reduction of repeat calls, less customer uncertainty and complaints, fewer hand-offs and higher employee engagement, customer satisfaction and customer confidence

Tip 3. Be smart with knowledge management

If you know what your top ten call drivers are, construct knowledge management algorithms to make it easy for advisors to find what they're looking for.

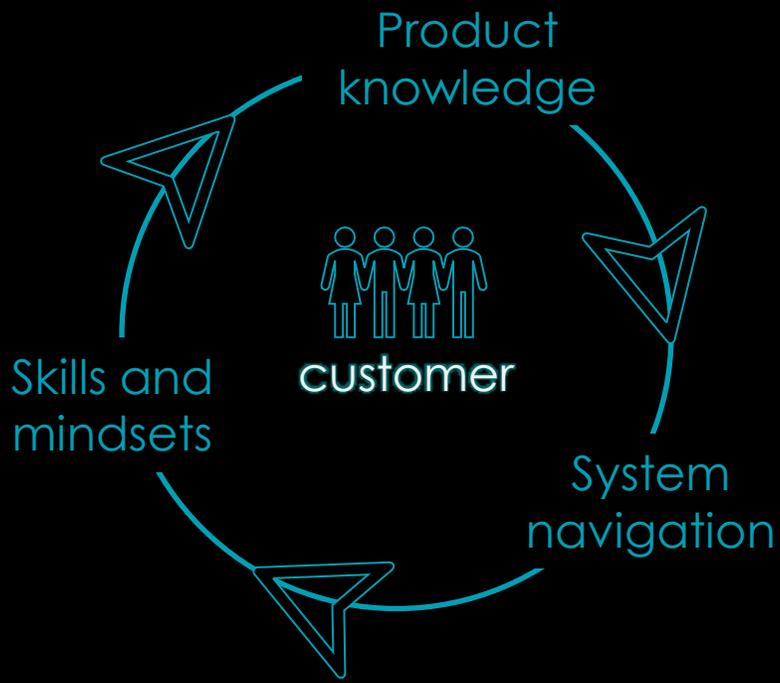
10

Designing knowledge management systems with customers and advisors at the heart equals better experience for both



Tip 4. Get your advisors to switch off autopilot

Use scenario based learning to help advisors practice integrating what they need to say from a customer experience perspective, with system navigation and product knowledge so the experience feels natural and free flowing.



80/20 principle

Focus advisor training on the top ten reasons why customers call. Help them sharpen their conversation around fewer things so customer conversations are more human.

Tip 5. The role of managers is pivotal

ESP



The best coaching sessions are usually the shortest as they have a much higher return on energy with the team member knowing exactly how to improve. With the focus on 'Skills Coaching', you can close the performance gap and address the 'how'.

Shrink the change



One way to motivate action is to make people feel as though they're closer to the finish line than they think by shrinking the change. A small win reduces importance ('this is no big deal'), reduces demands ('that's all that needs to be done'), and raises perceived skill levels ('I can do at least that')."

Praise progress



If people's goals are observable and measurable, you don't have to wait until the goal is completed before you give any praise, you can praise progress. It's important to catch people doing things right (or almost right), as they're journeying towards completely right.

Thank you
for listening



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Lee has over 20 years senior level sales and consulting experience and a background in operational delivery in a range of environments.

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