

# Important Considerations for Contact Centre Leaders in 2021



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# Key Discussion Points



- 1 Key takeouts 2020 – and 2021 outlook
- 2 Customer and employee experience considerations
- 3 2021 priorities
- 4 Leadership skills to enable your teams to thrive

2020 into 2021....



Who felt like this at the end of 2020....



Only to quickly feel like this.....



# Participant Poll #1



*What is your organisation's biggest CUSTOMER priority?*

- 1 Channel development, expansion and integration
- 2 Proactive Customer Service and issue resolution
- 3 Investment to build empathy and rapport skills
- 4 Production of rich customer insight
- 5 Enhanced products and services
- 6 Other – please state?

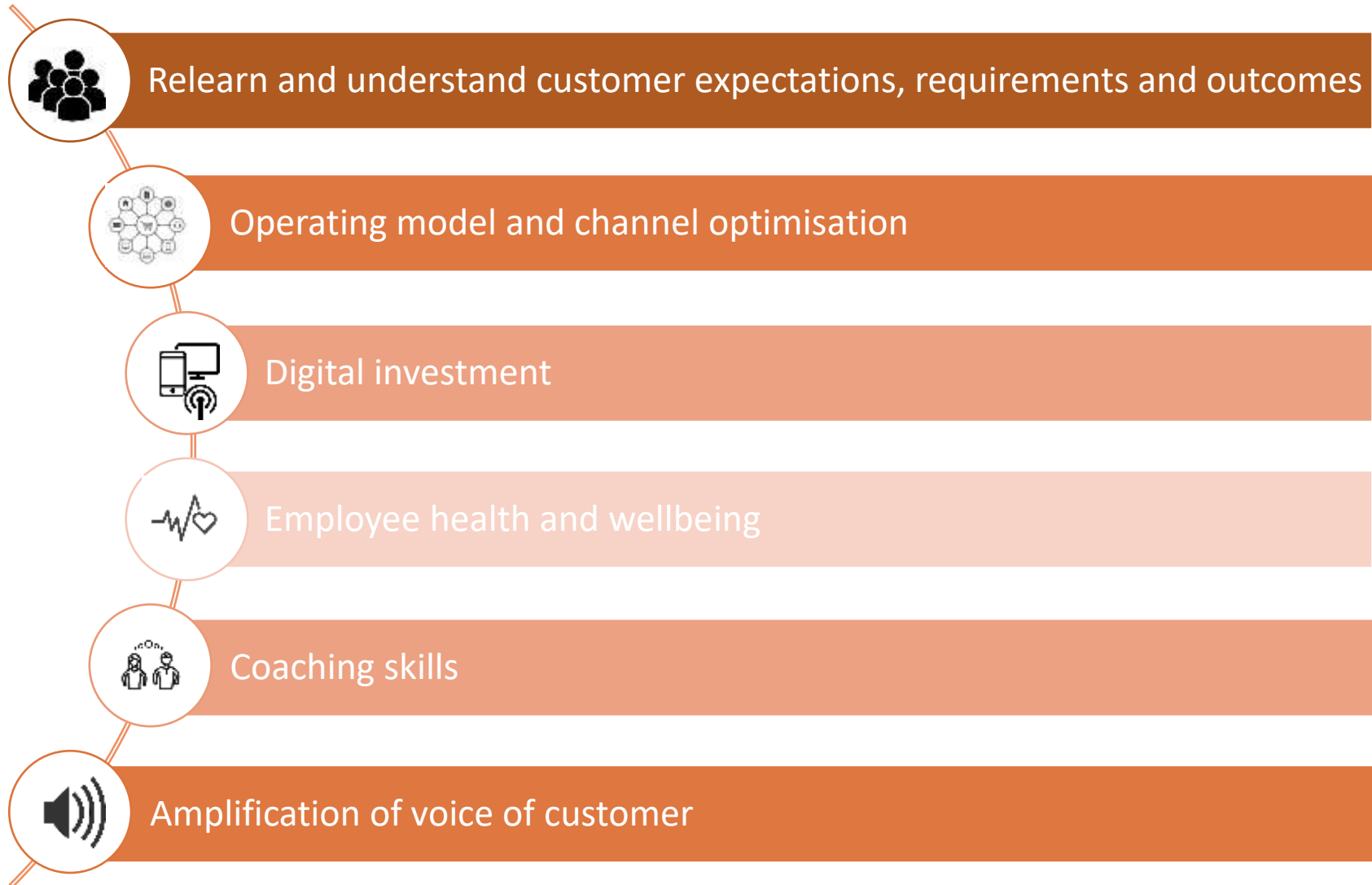
# Participant Poll #2



*What is your organisation's biggest EMPLOYEE priority?*

- 1 Health and Wellbeing – taking care of mind and body
- 2 Team connectivity and collaboration
- 3 Investment in tools and tech to support frontline teams
- 4 Investment in Learning and Development
- 5 Diversity and Inclusion – supported by remote working
- 6 Redesign of values and behaviours to thrive in distributed world
- 7 Other – please state?

# Contact Centre Leadership Priorities 2021



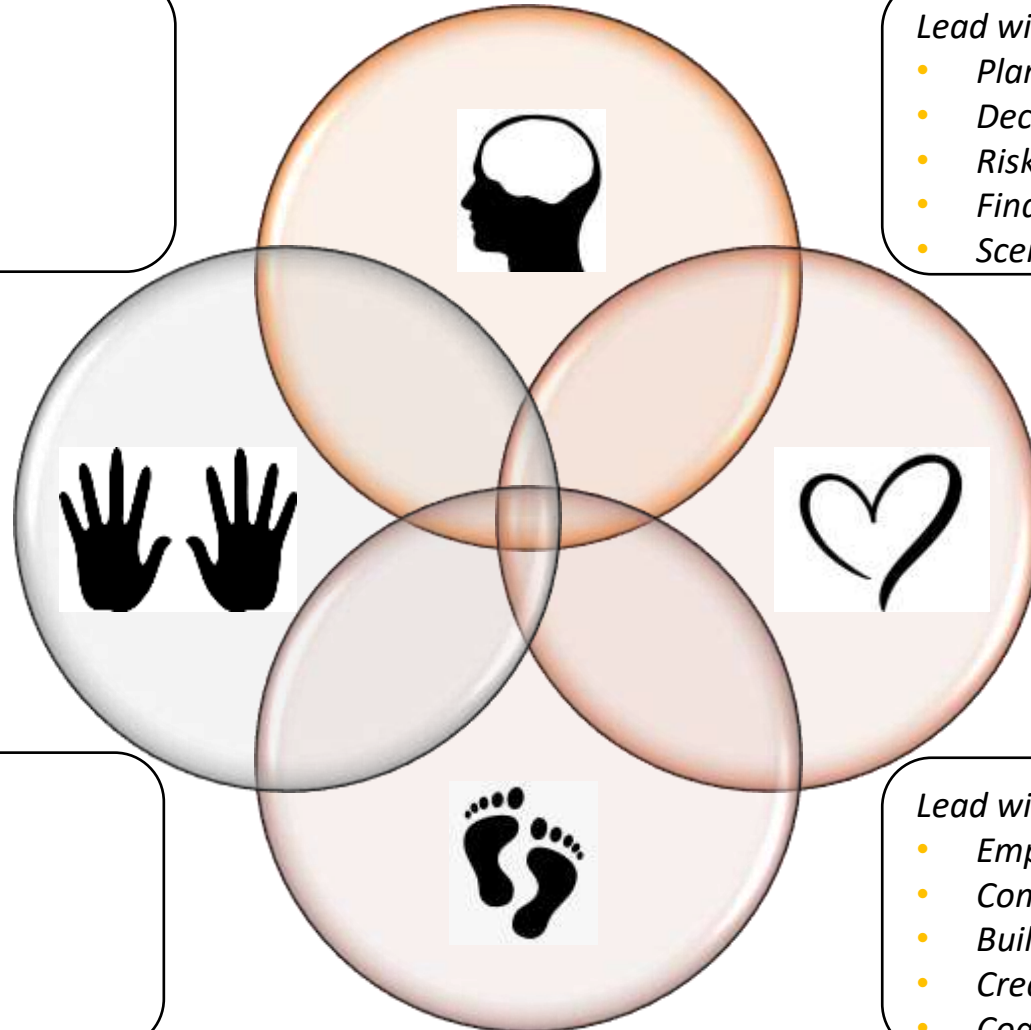
# Contact Centre Leadership Implications 2021



*Successful, effective Contact Centre Leaders will be those who lead with Head, Heart, Hands and Feet*

Lead with **'Hands'** to:-

- Bring people together
- Execute and deliver
- Demonstrate 'hard work'
- Create results focused culture



Lead with **'Head'** to:-

- Plan ahead – 'big picture' vision
- Decision making
- Risk assessment
- Financial planning/ investment decisions
- Scenario planning

Lead with **'Feet'** to:-

- Act with PACE
- Demonstrate agility
- Exhibit flexibility
- Adapt to change quickly
- Resilience

Lead with **'Heart'** to:-

- Empathise
- Communicate/ listen
- Build trust and relationships
- Create purpose
- Coach and develop others

# Wrap Up and Questions



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