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**Bridging the  
“you say, you do”  
gap in your metrics**

# A bit more about Elev-8 Performance Improvement

## Our business:

Our focus is on improving business results through the development of people.

We design, develop and deliver tailored learning programmes for a range of cross-sector organisations.

Contact centres are where we do the majority of our work and are where our expertise and operational experience lie.

## Our proposition:

Our focus is on CX and Sales teams, where we develop ops leaders, team leaders and customer-facing people by:

- Cultivating a team climate where people can do their best work
- Shifting and reframing how people think, feel and behave
- Replicating high performer skills across wide populations

## Our results:

Our focus is on driving outcomes for our clients:

- Average ROI of 200%
- 65 industry-based awards



Organisational ROI



People focused metrics



Engaging & sticky content



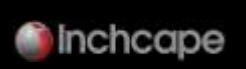
Sustainable solutions



Proven methodologies



Award winning outcomes



# Are you measuring the right things?

What's truly driving your quality metrics?



Is your quality lens aligned to your customers'?



What does quality mean in your organisation?



Are you getting the outcomes you want and expect?





Voice analytics

Accessibility

Advisor satisfaction

Wrap time

Goals

Contact load

Data accuracy

Value

Customer loyalty

Revenue per call

Regulatory advice

Call waiting time

Level of complaints

Adherence

Productivity

Ease

AHT

CSAT

Customer surveys

Process outcomes

Call quality score

Time in queue

Disconnect

Repeat calls

Commission schemes

KPIs

Cost per call

Targets

Occupancy

Staff turnover

Voice of customer

Idle time

Commercial efficiency

Effort

Analytics

Time on hold

Net promoter score

Preview time

Employee engagement

Abandonment

Sales volume

Downtime

In-call abandonment rate

Conversation funnel progression

Inbound arrival rate

Team-based KPIs

Emotion

# Should quality markers be measuring how you make customers feel?

“65% of a customer’s perceived level of effort is driven by how the advisor made them FEEL during the service interaction.”

Gartner

“78% of consumers shared that a single customer service interaction permanently changed how they felt about a brand.”

Qualtrics



**Have a clear voice  
in the world and  
make sure your  
internal processes  
support the  
promises you're  
making (and  
there's no right  
answer here!)**



**When you've got  
that alignment, the  
job to be done is  
all about enabling  
your people from a  
skills and  
behaviours  
perspective.**

# Three key coaching skills

## 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. If you want to get performance moving, you need to shrink 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').

## ESP



The best coaching sessions are usually the shortest as they have a much higher return on energy, and the best coaches work with their team member to ensure they know how to improve. They focus on 'Skills Coaching', which closes the performance gap and addresses the 'how'.

## 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.

# In closing, our 5 top tips



**Clarity, in terms of what 'Quality' means**



**Is there a 'you say, you do' gap? If so, close it**



**Shrink the change**



**Explain, Show, Practice**



**Praise progress**





# Thank you for listening

Make your next conversation count



Visit our website:

[www.elev-8.co.uk](http://www.elev-8.co.uk)



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