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# Metrics, surpassing industry standards; the agent's view

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contact centres

# 2020: A topsy-turvy year

**53%** reported a drop in agent productivity

**81%** saw an increase in abandonment rates

**94%** reported an increase in wait times & AHT

However...

**61%** reported improved engagement

**71%** improved attendance

**96%** reduced attrition

# 2021: Predictions

Prioritising customer experience and operational efficiency. Best results against lowest cost.

**31%** a substantial increase in processes requiring **improved agent skill**

Customer expectations are growing, tolerance is shortening, queries are more complex, and traffic is increasing, all **increasing agent pressure**

**40%** embedding new technology to drive business value requiring **new agent skills**

Occupancy predicted to remain high putting ongoing **stress on incumbent centre staff**

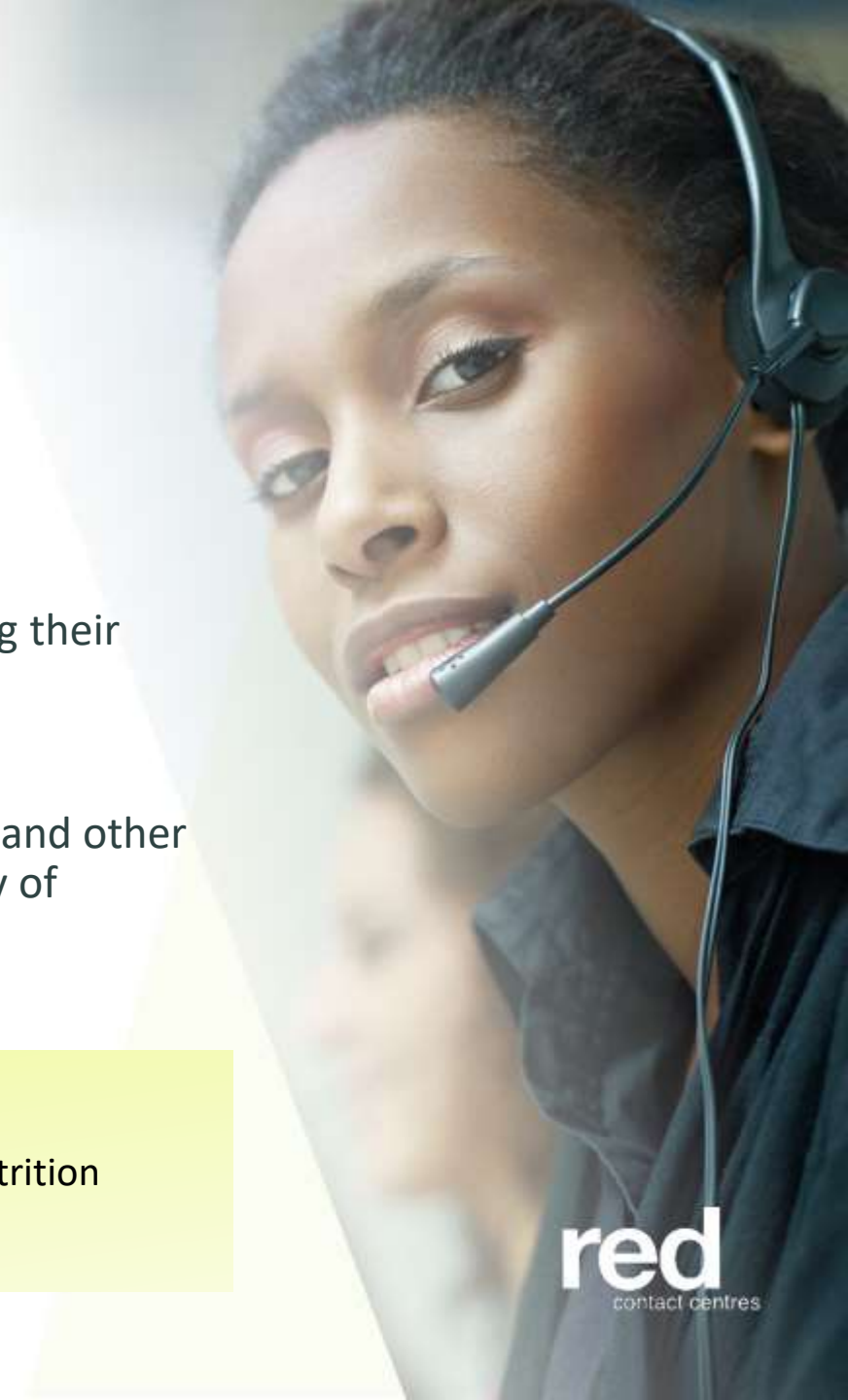
**63%** expect more complaints, vulnerable customers or complex queries requiring **greater agent resilience**

Excellence and efficiency relies on agents operating to maximum productivity against an extremely demanding backdrop

# 2021 The Agents

- Tired after a tough 2020 in which they gave their all
- A monotonous feeling of 'business as usual' after an 'exciting' year of 'doing their best'
- Industry confidence generally high, the large majority of centres recruiting and other industries are targeting our skilled contact centre staff = agents have plenty of options.

Agents feel powerful, greater demands on employers and increased threat of attrition



# What do agents want?

**44%**

More time to  
improve and develop

**74%**

More real-time  
support

**61%**

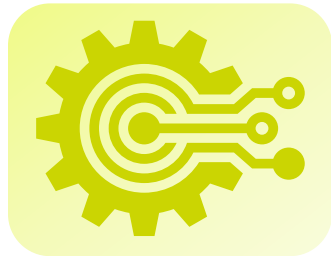
Better opportunities  
and rewards

**91%**

A blended work-life  
balance



# What's hindering their productivity?



**Technology  
(78%)**



**Poor training  
(31%)**



**Poor knowledge  
banks (29%)**



**Lack of Team  
Leader support  
(66%)**



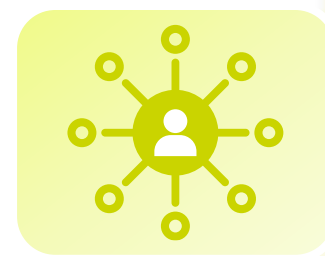
**Home-working  
environment (27%)**



**Home broadband  
(18%)**



**Unrealistic customer  
demands (52%)**



**New customer  
channels (28%)**



# 2021 Shrinkage Predictions

Based on Agent murmurings;

- Increased sickness
- More time out for coaching and real-time support
- Holiday
- Ongoing I.T. downtime for homeworkers
- Longer wrap-up and internal resolution time from blended workforces



# 2021 Attrition Predictions



- Post 'Lockdown 3' predicting sharp attrition increases > 30%
- 86% of centres actively recruiting; 31% of these at levels exceeding forecasts
- Concerning continuing trends of increased attrition and slower speed to competence from remote training and onboarding cohorts



# Summary

If we are going to surpass industry standard metrics in 2021, we must retain and support the industry's brilliant agents





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# thank you

redefining recruitment

A man in a light blue shirt and tie is wearing a headset and looking thoughtfully to the right. A large, semi-transparent circular graphic with a crosshair is overlaid on the right side of the image.

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