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# Contact Centre metrics in times of uncertainty

Metrics – Surpassing Industry Standards

# Agenda

## 1. New times, **new ways**

- How contact centres adapted to the pandemic?
- What lessons did we learn?

## 2. New times, **new focus**

- Why metrics matter more than ever?
- How are contact center metrics being impacted?

## 3. New times, **new opportunities**

- How can contact centres improve metrics?
- What tools can they use?

# Contact Centre metrics in times of uncertainty

## 1. New times, new ways



### 2020 unprecedented challenges

The coronavirus (COVID-19) outbreak and a major transformation in the way companies do businesses

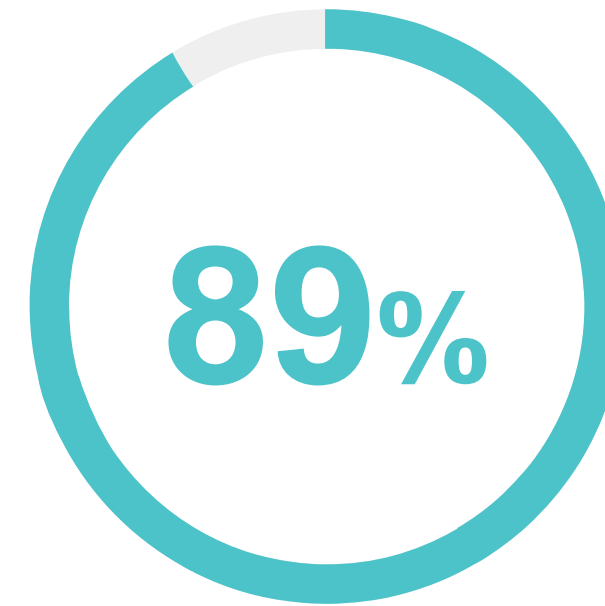
### Work From Home

Government-imposed confinement measures forced a work-from-home reality overnight and the adaption of new methodologies, tools and collaboration habits

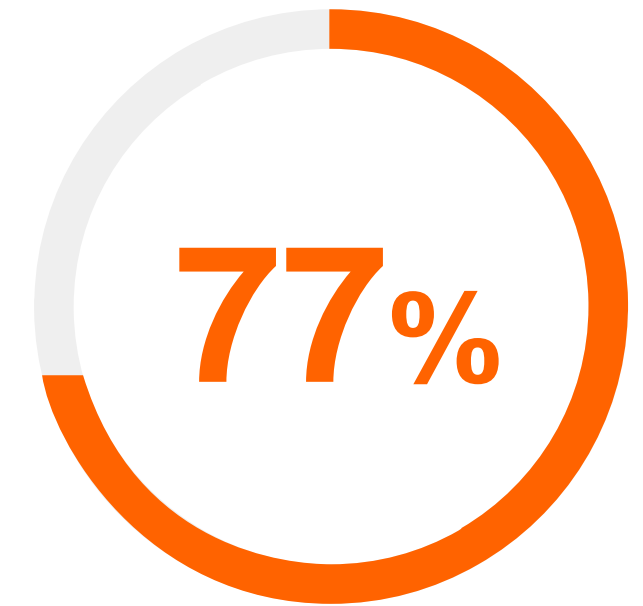


### Contact peaks

Many CC experiencing intense contact peaks and call volume volatility scrambled to keep communication channels open



89% of the UK contact centre leaders think the COVID-19 crisis has changed the contact centre industry forever



77% of contact centres have 50% or more of their employees working from home, during these times



35% of contact centre leaders believe that their contact centres will be homeworking, by 2021



58% would make homeworking be partly compulsory, partly optional

# Contact Centre metrics in times of uncertainty

## 2. New times, new focus



### 2020 unprecedented challenges

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#### Work From Home

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#### Contact peaks

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	H1 2019	H1 2020	
ABANDONMENT RATE	8.53%	8.93%	+0.4%
AVERAGE SPEED OF ANSWER	7s	7s	
AVERAGE HOLD TIME	14s	21s	+7s
AVERAGE TALK TIME	191s	228s	+37s
SERVICE LEVEL	85.70%	84.89%	-0.81%

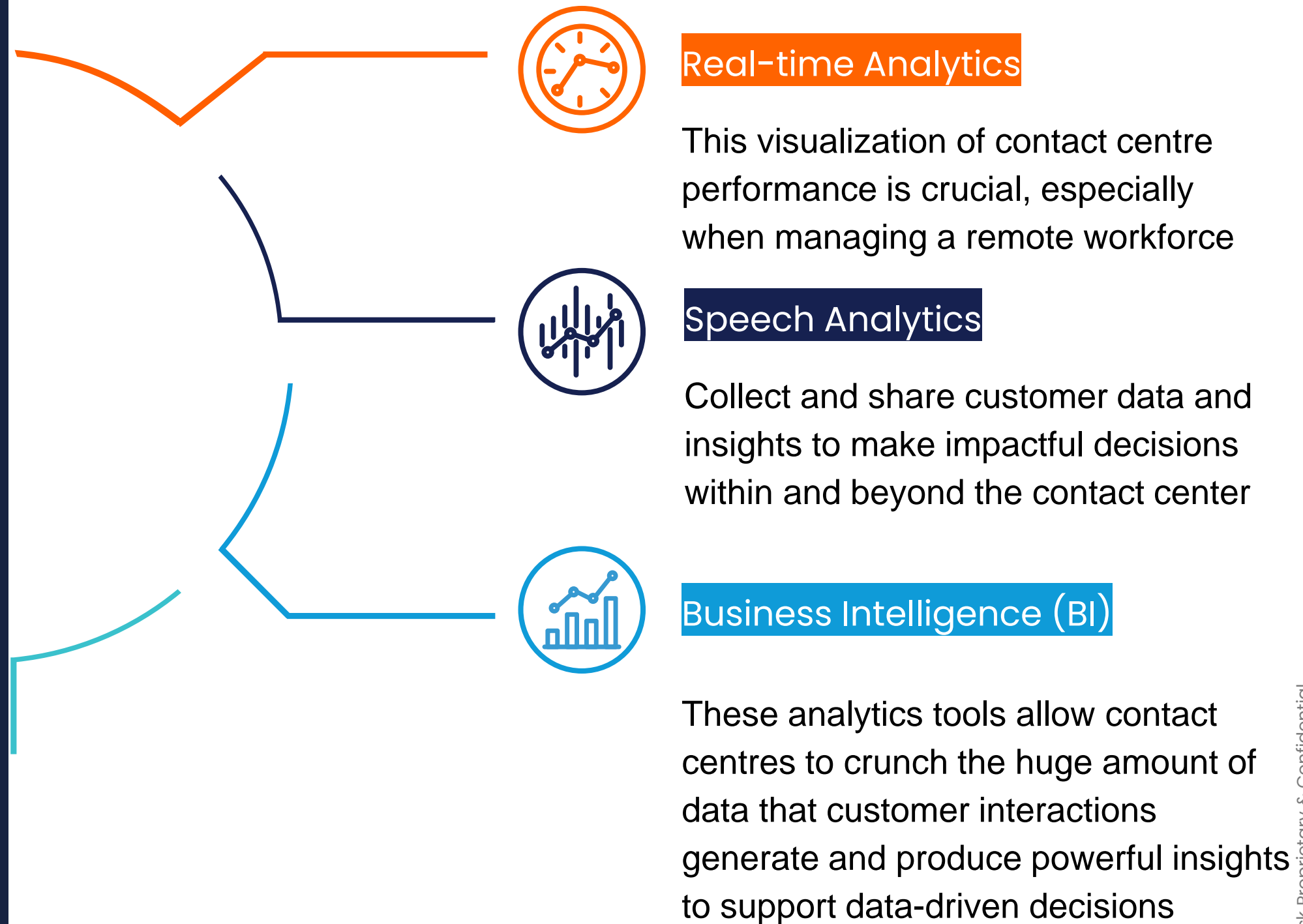
Contact peaks resulted in intense pressure for all and with it came contact centre KPI volatility

### 3. New times, new opportunities

## Tools to track

A comprehensive analytics suite is essential to maintain your customer experience KPIs on track.

Making the right decision at the right time depends on it.

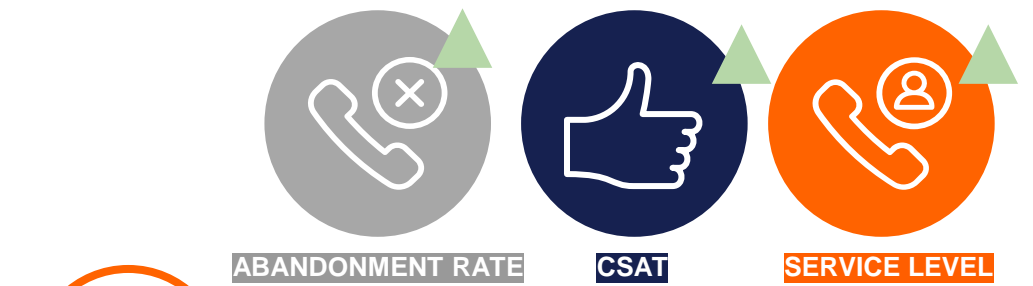


### 3. New times, new opportunities

## Tools to prepare for the future

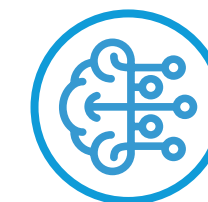
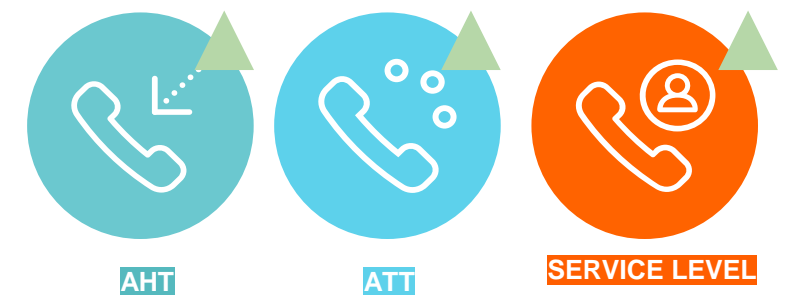
For contact centres, preparation means ensuring a flexible infrastructure.

It allows scalability, guarantees call quality and security, enables work from home without restrictions, and secures a cost-effective operation.



### Self-service tools

Applications such as knowledge bases and virtual agents can be beneficial solutions, with more customers favouring tools that help them solve their issues



### Agent assistance technology

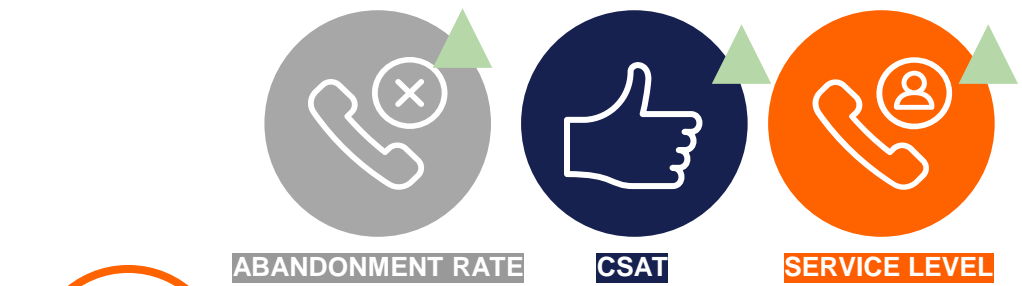
This empowers agents with artificial intelligence (AI)-powered guidance to perform faster and better, delivering recommendations in every interaction

### 3. New times, new opportunities

## Tools to **act**

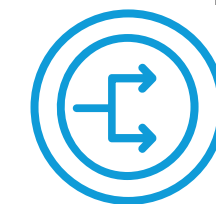
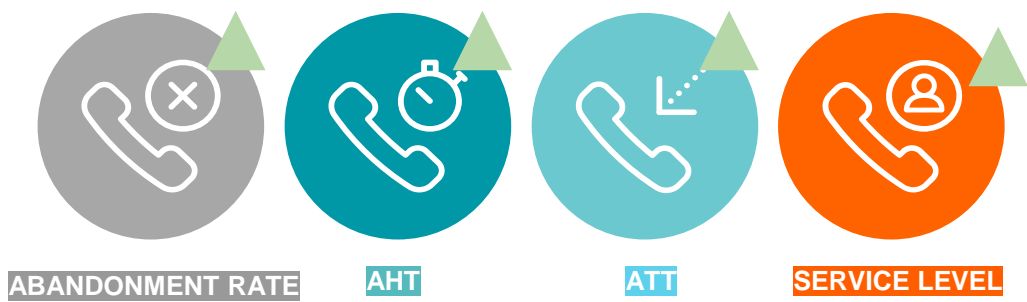
During a crisis, the need to reach out and get in touch with customers becomes key to any company.

A proactive engagement strategy leads to a more reasonable contact distribution over time, with less stress, fewer missed calls and improved customer satisfaction.



### Outbound Diallers

Diallers provide inbound contact centers the opportunity to proactively contact customers, anticipating their needs



### Customer journey design tools

These tools allow contact centre administrators to easily adapt IVR touch points, end-to-end call flows and fully customize interactions



# Thank you.

## **Benchmark Your Contact Centre KPIs**

See where you stand against your peers. Compare key metrics to recognize market trends, fix pitfalls and uncover opportunities to improve customer experience.

[@https://talkdesk.com/benchmark-tool](https://talkdesk.com/benchmark-tool)

## **2020 Talkdesk Contact Centre KPI Benchmarking Report**

The 2020 Talkdesk Contact Centre KPI Benchmarking Report explores the role of KPIs, how to define and act upon them, so you can discover the measures that can make your contact centre ready for the challenges of the future.

[@https://www.talkdesk.com/resources/reports/2020-talkdesk-contact-center-kpi-benchmarking-report/](https://www.talkdesk.com/resources/reports/2020-talkdesk-contact-center-kpi-benchmarking-report/)

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