

Building a Productive & Efficient Contact Centre

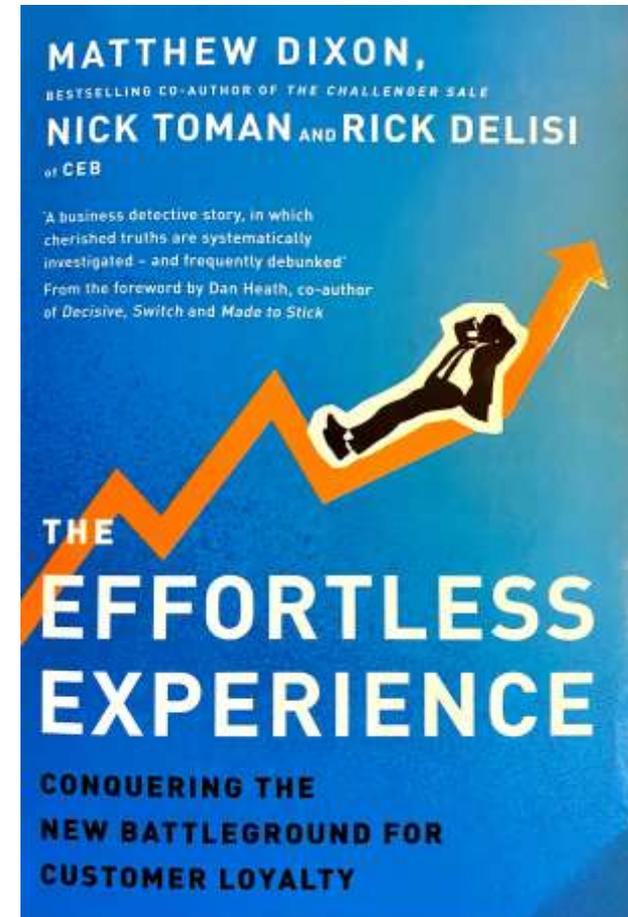


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The harsh reality of Customer Service

Customer Service interactions tend to drive disloyalty, not loyalty

- *Any Customer interaction is 4x more likely to drive disloyalty than to drive loyalty*



The biggest driver

The biggest driver of Customer disloyalty is having to contact the Organization more than once to resolve an issue

Repeat contacts hurt our 'CEO'

- ✓ Disloyalty goes up
- ✓ Customer satisfaction goes down
- ✓ Costs to handle additional interactions go up
- ✓ Service Level(s) go down
- ✓ Agent Occupancy goes up



C = Customers

E = Employees

O = the Organization

And then some Centres make it worse

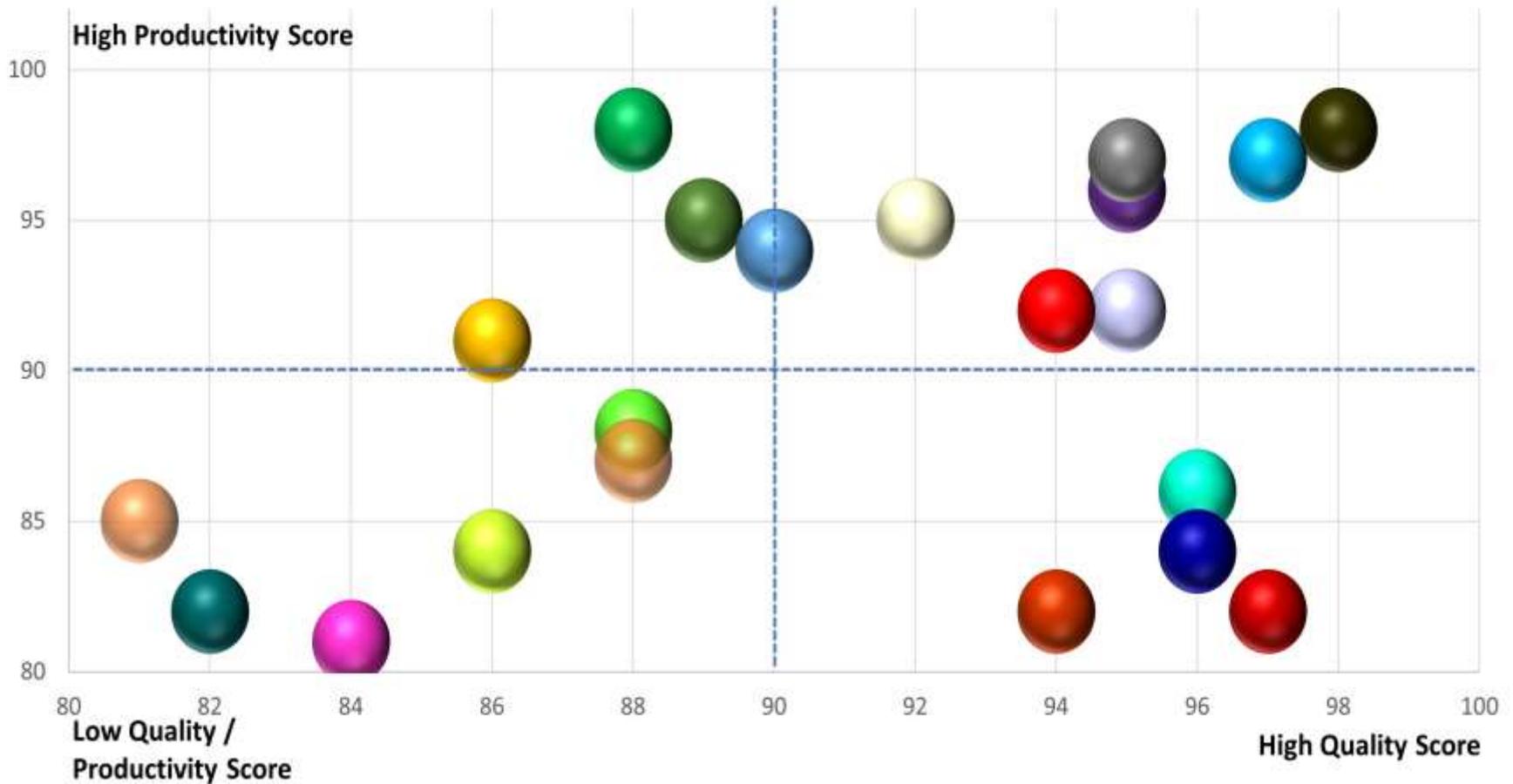
By looking at individual Agent productivity the wrong way

- # of Contacts handled in Service Level environments
- Average Handling Time as a big component of Agent Productivity
- Occupancy Rate which is an outcome of other factors



What P & Q look like

Productivity and Quality (P&Q) chart for Frontline (Based on Targets)



Just imagine...

What if Quality was the new Productivity?



What if Quality was the new Productivity?

- ✓ Quality goes up
- ✓ Repeat contacts go down
- ✓ Customer satisfaction goes up
- ✓ Costs to handle additional interactions go down
- ✓ Service Level(s) go up
- ✓ Agent Occupancy goes down
- ✓ Engagement goes up



Your CEO would
look different

Of course, there's more to all this

- ✓ Better forecasting
 - Matches labour resource to demand
- ✓ Omnichannel Agents
 - Who transition easily across channels
- ✓ The rise of CX which involves unification of purpose across departments
 - And tackles problems at their root





“Do the
best you
can until
you know
better.
Then when
you know
better, do
better.”

- *Maya Angelou*

Thank you!