

PRODUCTIVE & EFFECTIVE CONTACT CENTRES


Luceat
Coaching

MORGAN - LUCEAT CONSULTING & COACHING


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WHAT I PLAN TO COVER

What are the desired outcomes?

Efficient or Effective?

First Time Fix vs Average Handling Time

Getting Proactive

CUSTOMER OUTCOME

Quick and permanent resolution

Minimal or no follow up contact needed

Effortless

ORGANISATION OUTCOME

Effective use of resources

Happy Customers / low or no churn

Happy and Productive Employees



EFFICIENT OR EFFECTIVE?

Efficiency and effectiveness are not the same thing. Efficiency is defined as the ability to accomplish something with the least amount of wasted time, money, and effort or competency in performance. Effectiveness is defined as the degree to which something is successful in producing a desired result; success.

Companies that increased customer retention by 5% also increased their profits between 25%-95%.

(SOURCE: SMALLBIZGENIUS)

1%

When a customer's problem is resolved on the first call, only 1% is likely to go to a competitor as compared to 15% when the issue is not addressed sufficiently.
(Source: VOIP-Info.org, 2020)



CUSTOMER ISSUE

Balance KPI's to ensure call time isn't king



CONTACT WITH ADVISOR

Incentivise staff to go the extra mile on the phone to minimise follow up



HIGH CUSTOMER SATISFACTION

Brand Loyalty and reduced churn

PREVENTION

Retrospectives

Proactive Problem Management

Preventative and/or proactive steps



WHAT CAN YOU CHANGE?

- Focus on Effectiveness
- Focus on Outcomes - not metrics
- Balance KPI's to drive up First time fix
- Take time to be proactive



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