

Managing Change in the Contact Centre

Frank Sherlock

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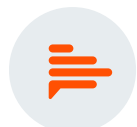
3 Big Trends Driving Change in the Contact Centre



Remote & Hybrid Work



Labour & Skills shortages



The Great Resignation





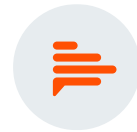
The Challenges These Trends Create...



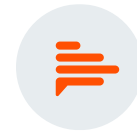
Managing agents working at **home**, and simultaneously managing agents back in the **office**



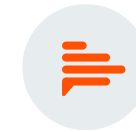
Looking after agents' **wellbeing & mental health** during both expected and unexpected changes.



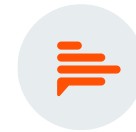
Getting **performance & productivity consistency** with a mix of employee tenure & skill levels



Understanding **root cause** for quality management issues and the ability to make **consistent and informed** decisions



Enabling agent **self-coaching** and creating a culture of **inclusivity** at all levels



Finding systemic issues that are causing agent attrition and lower team morale to **action** and **improve experience**



Agent Needs



Guidance & Coaching

The ability to get in the moment guidance and coaching. To have a positive impact on contact outcomes and a direct understanding of their development path.

Performance management

Consistent and holistic performance feedback from supervisors. Support with change, new initiatives. Targeted training on processes such as escalation with real-time guidance for difficult situations.

Self-Development

The ability to identify their own call performance areas, guided with actionable business insights and prompts with the ability to track their own progress.

Engagement & Morale

A greater connection with customers, team members and supervisors. Timely praise, an understanding of peer performance and regular feedback.

Data is plentiful, but insight is scarce... So where to start?



The data necessary to drive decision making to move faster frequently exists – but not in a format to drive insights and action.



- The breadth and depth of data across the organisation make it difficult to extract insight from the noise, particularly at scale.
- Building out AI workflows to truly uncover value in unstructured data requires significant investments to support the infrastructure and the expertise.
- Data is available across separate and siloed communications channels, preventing you from gaining a single, holistic view of the myriad ways customers engage with your organisation.

How Conversation Analytics Works



Omnichannel interaction acquisition (with metadata)



Transcription & acoustic measurements



Semi-supervised ML driven contact classification



Weighted rules-based automated scoring



Agent performance and CX insights

Thank you for calling Bank Ltd. How can I help you?

This is my third time calling! You **overcharged** on my last **bill.** I need to **speak with a manager**

May I **confirm** your name, **address** and **last four digits** of your **account**

I've already entered my personal information in the IVR! **You people** are **ridiculous!**



Agent **Caller**



Automate agent performance improvement

Monitor, understand, and optimise agent performance at scale. By gaining deep understanding into agent and customer interactions, supervisors can identify performance trends, target behaviour for guidance or reinforcement, and create a persistent culture of improvement.



Identify

Reveal behavioural insight for every voice and text-based interaction with auto-scored focus that pinpoints the most impactful coaching moments.



Assign

Effectively modify or encourage frontline behaviours with trackable agent notifications and audio snippet examples.



Engage

Bi-directional communication and peer performance visibility encourages self-improvement and cultures of improvement via objective analysis.



Identifying trends to better support agents



Summary

- External & Internal factors drive the need to manage change
- Agents and team leaders are a key part of successful change programmes
- It's crucial to consistently engage & develop new and experienced agents
- Find ways to boost agent morale, wherever they are working from
 - Provide flexibility, ownership & empowerment opportunities
 - Reward & recognise agents for positive behaviour



Thank you. Any Questions?

Contact Info: frank.sherlock@callminer.com

www.callminer.com