



FAB Solutions - Call Centre Helper

**HOW DO WE ACCURATELY ASSESS
AGENT PERFORMANCE?**



METRICS TEND TO FALL INTO 4 MAIN CAMPS

Productivity

Customer Experience

Quality

Performance



Poll Question:

Where do the majority of your metrics sit?

1. Productivity
2. Customer Experience
3. Quality
4. Performance

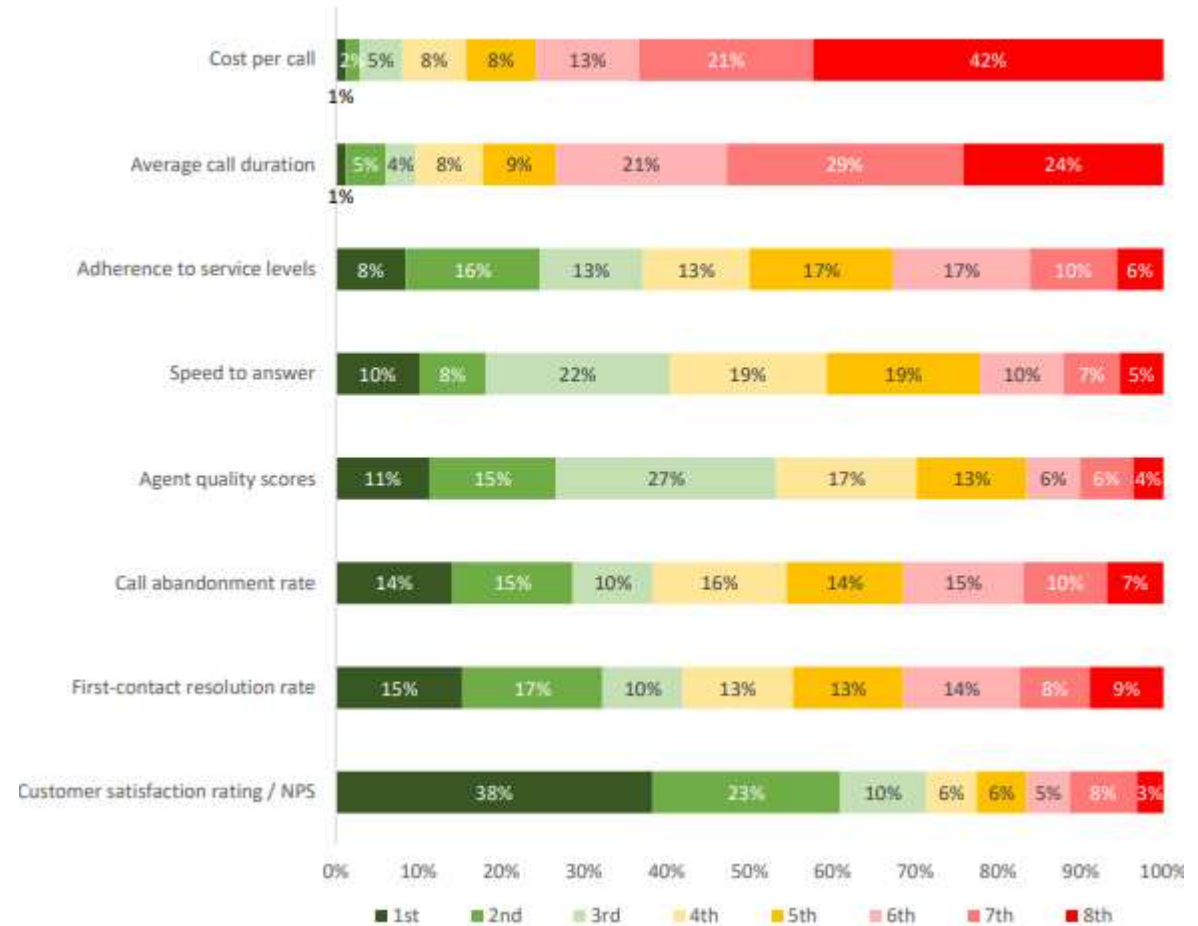


WHAT'S THE LANDSCAPE AT THE MOMENT...THE UK DECISION MAKERS GUIDE FOR 2023 SAYS

Metric	Mean average	Median average
Average speed to answer	120 seconds	60 seconds
Call abandonment rate	9.1%	5.5%
First-call resolution rate	77%	80%
Call duration (service)	426 seconds (7m 6s)	363 seconds (6m 3s)
Call duration (sales)	516 seconds (8m 36s)	470 seconds (7m 50s)
Call transfer rate (excl. receptionists)	9.0%	8.0%
Cost of inbound call	£6.26	£4.00
Cost of outbound call	£3.71	£3.33

NB: as a few respondents may show extreme results, data are not distributed symmetrically. Median values show the midpoint and may demonstrate the truer picture of a 'typical' operation. If calculating an industry-wide amount (e.g. total cost of calls, or total time spent waiting to answer), the mean average is more appropriate.

Most important contact centre metrics



BUT WE HAVE SO MANY METRICS WHERE DO WE START?

AHT

Talktime

Complaints

CSAT

Conformance

Utilisation

Retention

NPS

Adherence

Conversion

First Call
Resolution

Quality



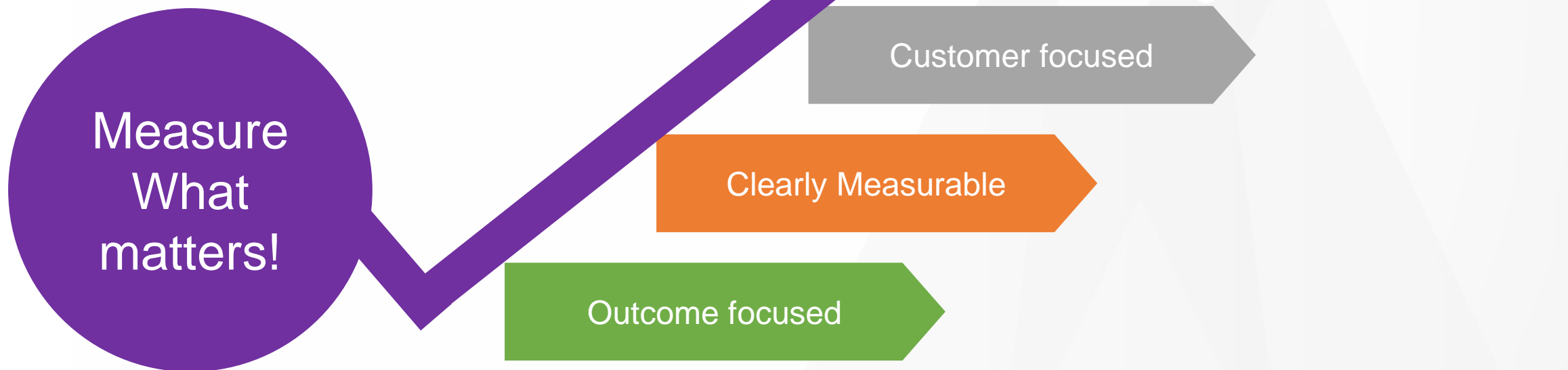
THE DANGER IS
*“WHAT GETS MEASURED
GETS MANAGED”*

Peter Drucker

SO WHAT WE SHOULD DO IS MEASURE WHAT MATTERS

How do define what **Matters** ?

Understanding what's outcomes your want to see will help you think about the right Metrics.



ASPECTS TO CONSIDER WHEN EVALUATING YOUR PEOPLE?



Level of
POTENTIAL



Level of
PERFORMANCE



Level of
TRUST

DON'T CONFUSE SKILLS GAPS WITH ATTITUDES AND CONDUCT PROBLEMS



SKILL

Can this be fixed with training, coaching and or self learning?

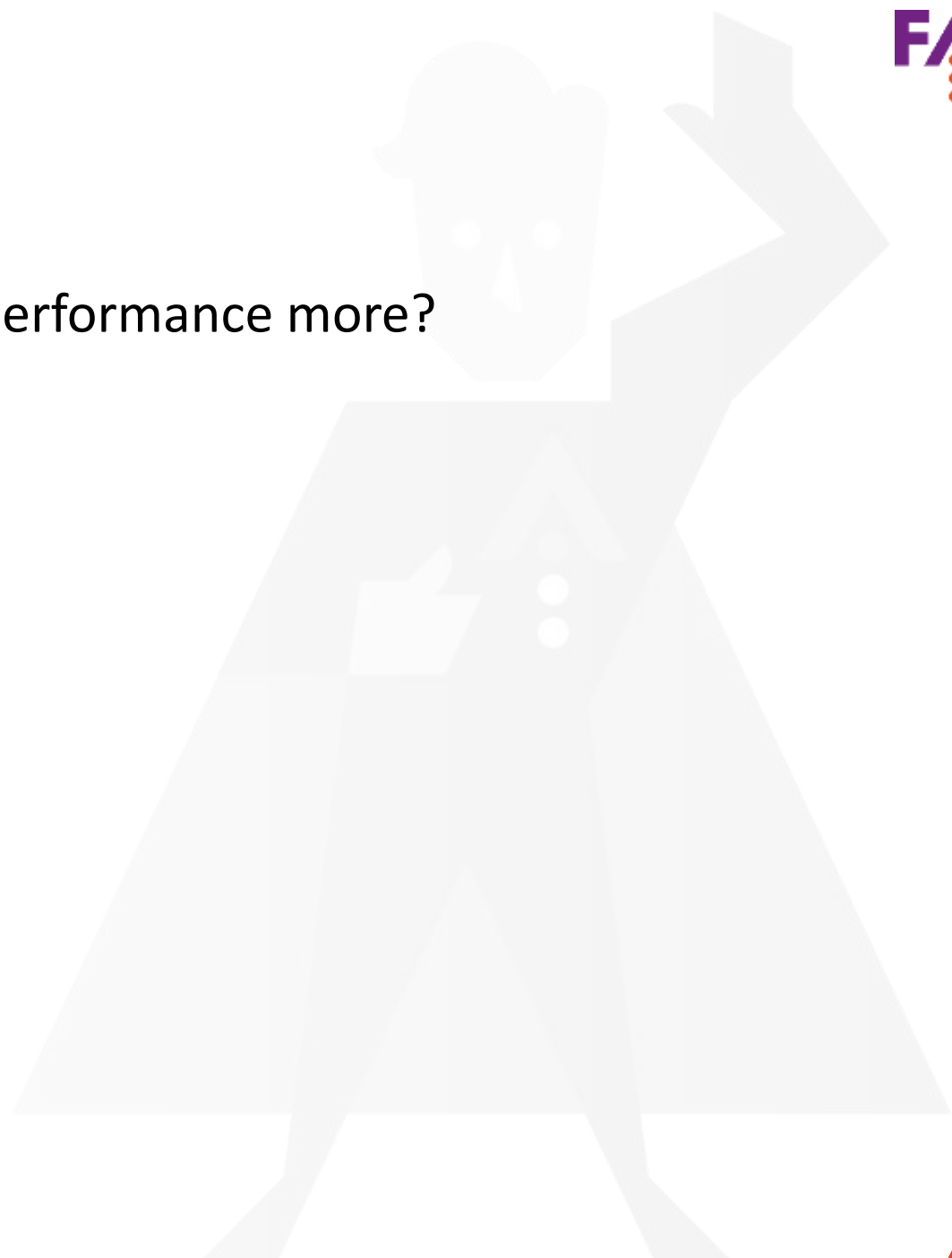
WILL

Are people choosing not to perform, is it a behavioural issue?

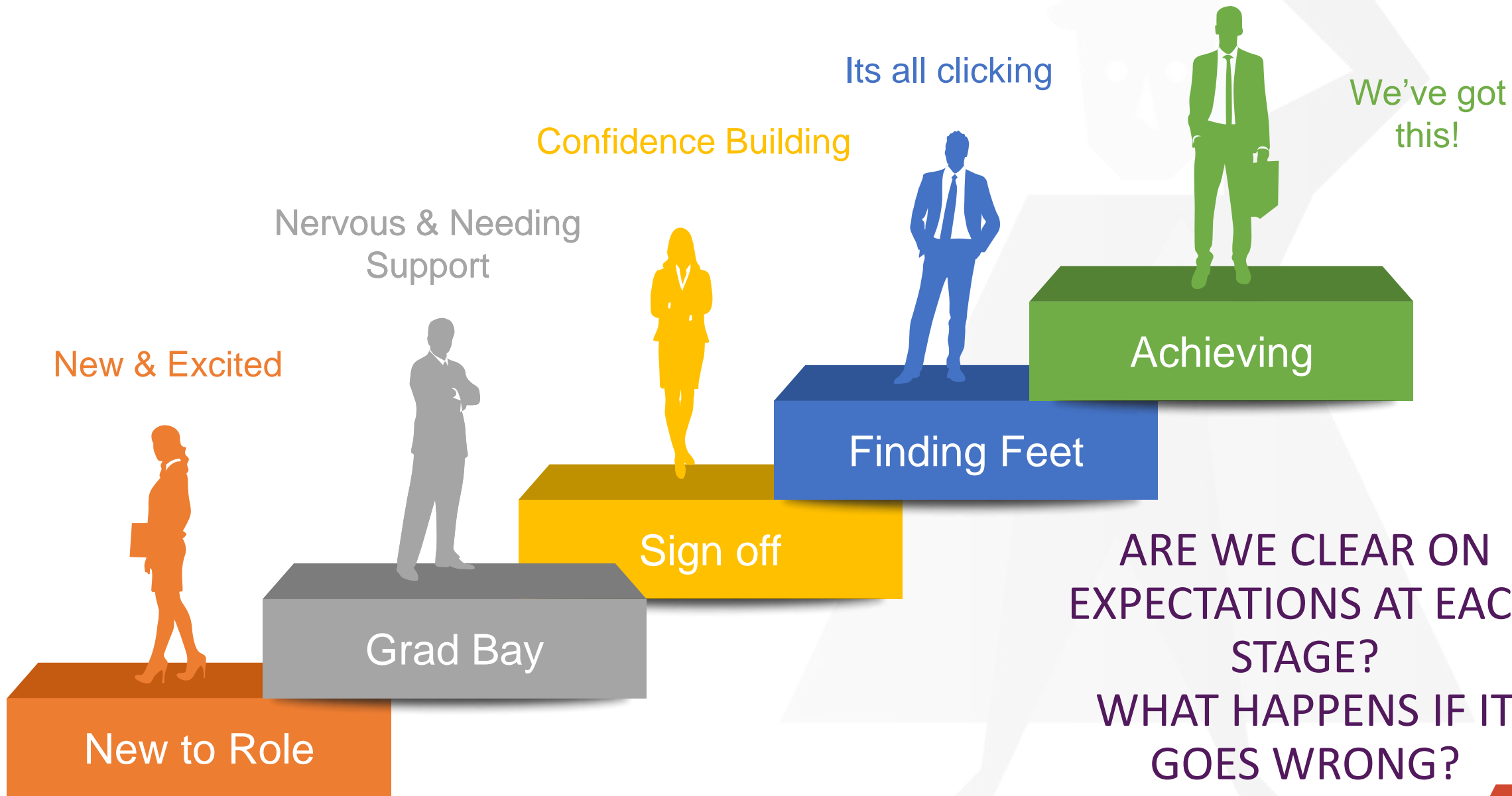
Poll Question:

Which Do you think is impacting your teams performance more?

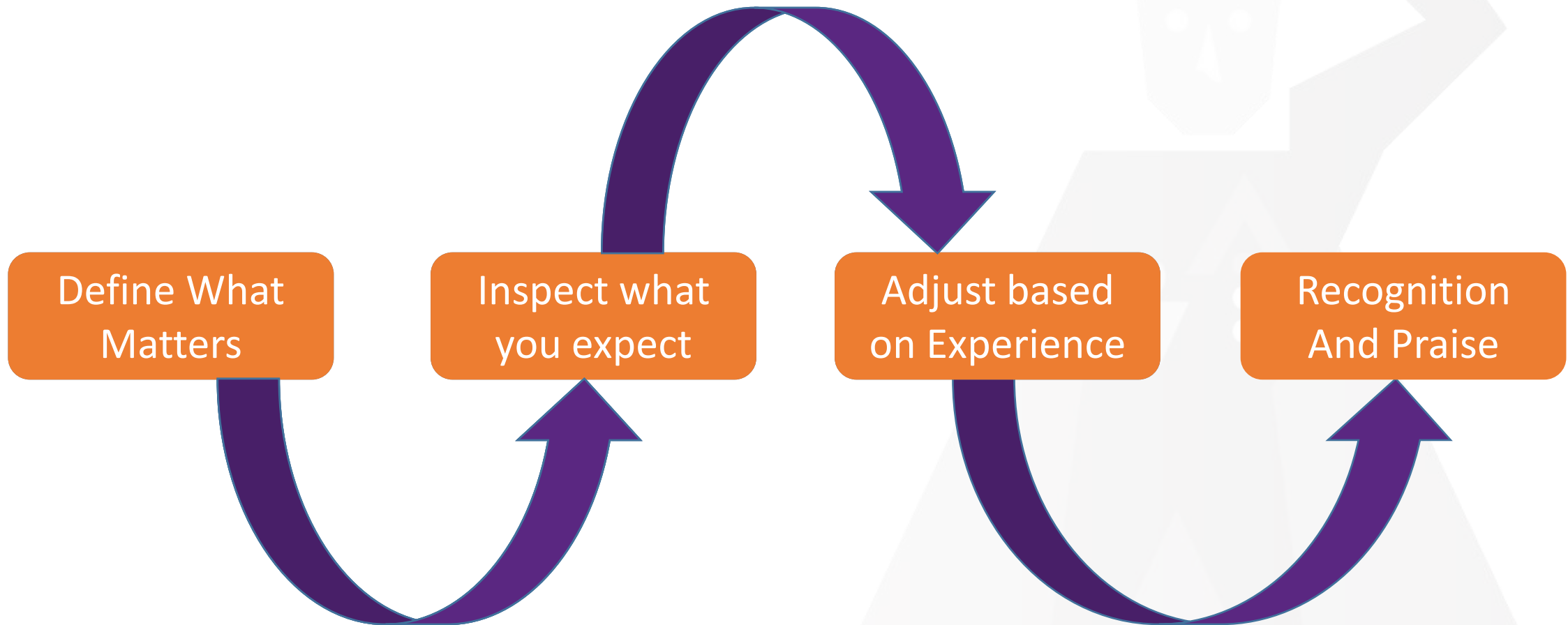
1. Skill
2. Will
3. Other




HOW DO WE MEASURE SPEED TO COMPETENCY?



SO TO WRAP IT ALL UP!



A faint, light gray illustration of a person in a suit, standing with one arm raised in a gesture of presentation or acknowledgment. The person is wearing a white shirt, a dark tie, and a dark suit jacket. The background is white.

Thank you!
Any Questions

For more Information and detail [Click here](#)

Visit www.fabsolutions.co.uk for more information on any of the below

- ⇒ Contact Centre Training solutions
- ⇒ Leadership coaching and development
- ⇒ Contact Centre Technology
- ⇒ Process improvement consultancy



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