



IMPROVING CALL CENTRE EFFICIENCY

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What is Efficiency in a contact centre?

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Efficiency is vital in a contact centre as it directly impacts various aspects of the business.

It affects customer satisfaction, cost-effectiveness, and employee morale.

But, there is so much more to think about...



Engagement
development
forecasting
Streamlining satisfaction of burnout
Webchat wait efficiency scheduling
shorter productivity stress
career time centres SLA absence AHT
headcount times **Service** morale FTE
Employee shrinkage Contact resource
Grade real customer AI issue
resolution allocation levels
ladders IVR knowledge
Procedures

What are the benefits of contact centre efficiency?

Happy Customers!

Efficiency leads to shorter wait times, quicker issue resolution, and better overall service.

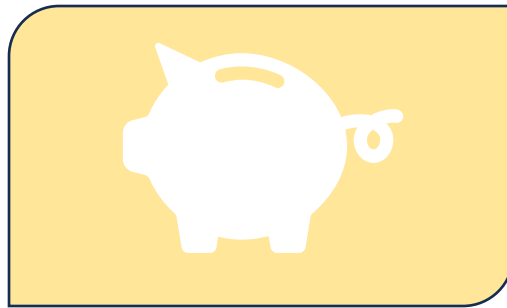
Happy customers are more likely to become repeat customers and advocates for your brand.



What are the benefits of contact centre efficiency?



Improved Customer Experience



Cost Savings



Increased Productivity



Employee Satisfaction

Productivity

- Efficient contact centres handle more enquiries without increasing headcount.
- Agents can focus on high-value tasks rather than dealing with repetitive issues.

Cost Effectiveness

- Efficiency helps reduce overhead costs.
- Optimised scheduling, workload distribution, and resource allocation result in cost savings.

Happy Colleagues!

- Reduced stress.
- Watch your occupancy levels!
- Opportunities for skill development and career growth.

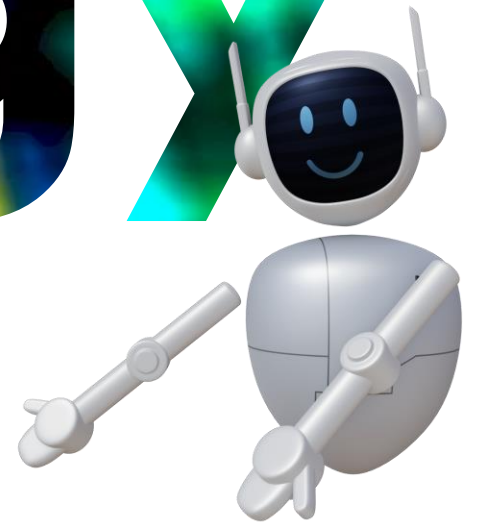
Training & Development

- Equip your agents with the skills and knowledge they need.
- Continuous training improves problem-solving abilities and efficiency.
- Create the environment where contact centres are careers, not a stop gap.

Tools &

Technology

- Invest in advanced contact centre software.
- Automation, AI, and analytics help streamline processes and improve efficiency.



Key Metrics

Occupancy

Best Practices

Challenges

Forecasting & Scheduling

- **Average Handling Time (AHT):** The time it takes to resolve a customer inquiry.
- **First Contact Resolution (FCR):** Resolving issues on the first interaction.
- **Service Level:** Percentage of calls answered.
- **Grade of service:** Percentage of calls answered within a certain time frame.
- **Occupancy:** The ratio of Talk and ACW to productive time for a Contact Centre

Real Time

- **Agents available**
- **Customer calls queuing**
- **Longest customer call waiting**



The ratio of Talk and ACW to productive time for a Contact Centre.

Productive time includes Talk, ACW and Available.

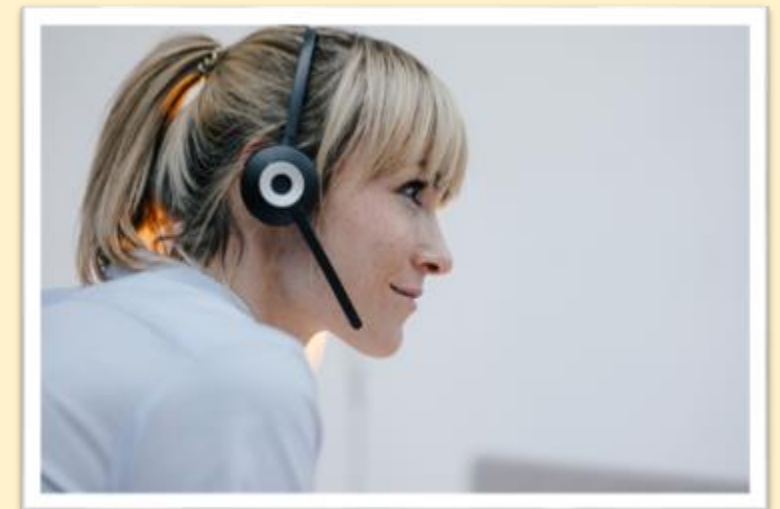
Occupancy measures how effectively we are scheduling staff to meet the call demand.

Too low: staff are unproductive affecting calls / FTE.

Too high: service levels affected, and staff burn out a risk.

Calculation:

$$\frac{\text{Talk} + \text{After Call Work}}{\text{Talk} + \text{Available} + \text{After Call Work}}$$



Between 85% - 90% for larger contact centres, lower for smaller ones.

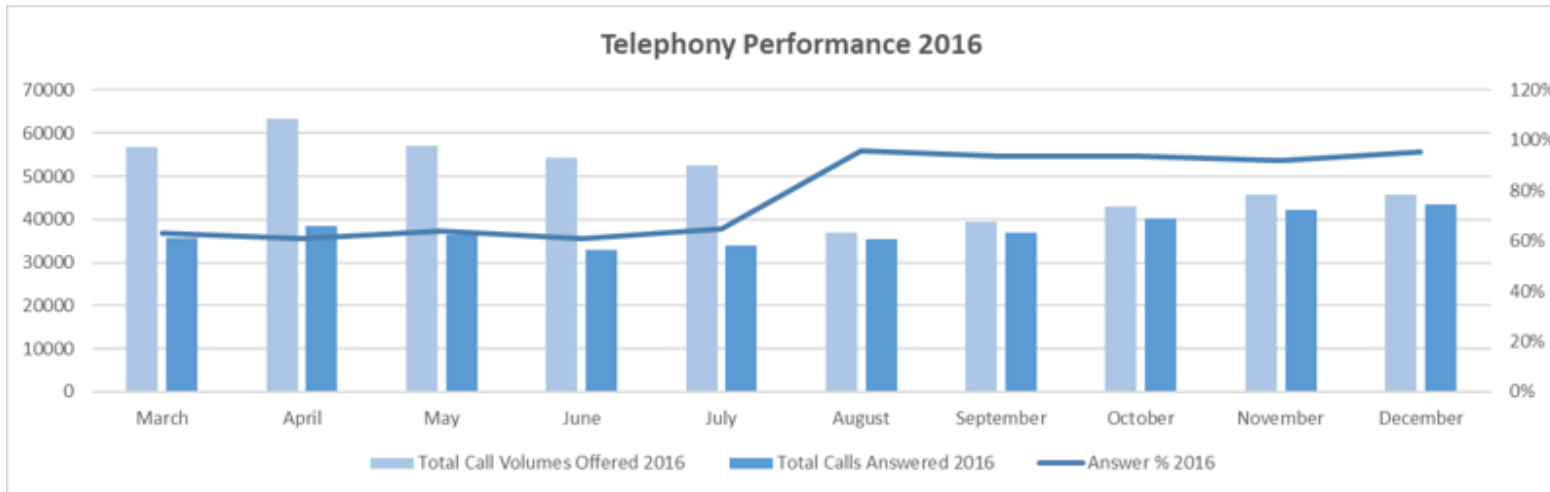
- **Prioritise call routing and distribution.**
- **Use scripts and learning management systems to aid agents.**
- **Monitor and analyse key metrics to identify areas for improvement.**
- **Workforce Management**
 - Forecasting and Scheduling
 - Staffing Optimisation
- **Training and Development**
- **Process Optimisation**
 - Streamlining Procedures
 - Reducing redundancy challenges
- **Knowledge Management**
- **Employee Engagement**



- **High turnover rates in the industry.**
- **Balancing efficiency with the quality of service.**
- **Adapting to changing customer needs and technology.**
- **Sometimes it has to take a dip before it gets better!**



Case Study – Major retail store



PAIN

- Service levels not being met
- 50% of workforce working flexible shifts
- Shifts not meeting customer demand
- Sickness at 10% due to very high occupancy levels, further impacting service levels

SOLUTION

Created a working party including agents, Team Leaders, HR trade union, & comms.

Reviewed all flexible working requests against agreed criteria

RESULTS

- 50% down to 10%
- Back in service
- Occupancy improved
- Sickness reduced from 10% to 5%
- Additional revenue of £0.5m due to more calls answered