



Clever Ways To Improve Contact Centre SLA's

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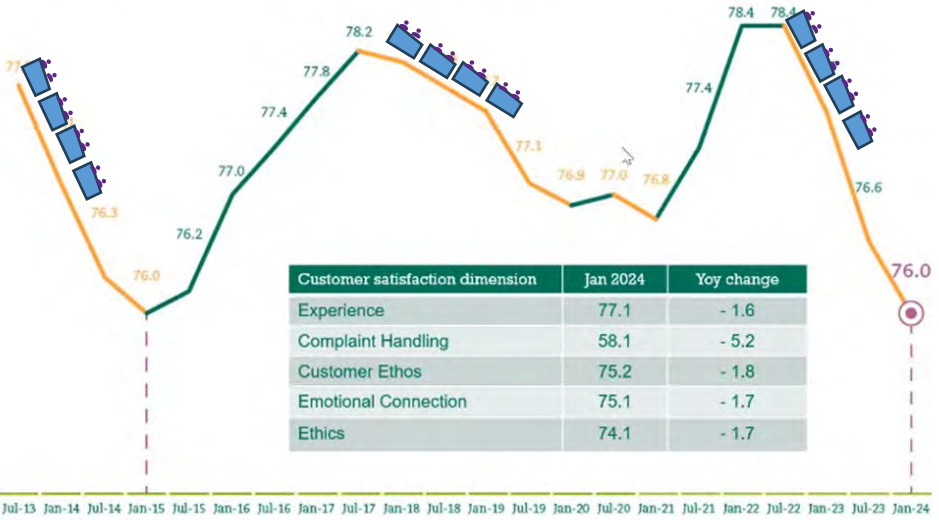


“
What Gets Measured
Gets Managed, And
Measure What
Matters” ”

Peter Drucker

Why Is This Important?

The January 2024 UKCSI is 76.0 (out of 100), a decline of 1.7 points compared to a year ago and 2.4 points below its January 2022 level



The Institute of Customer Service



Experience



Complaints



Ethos



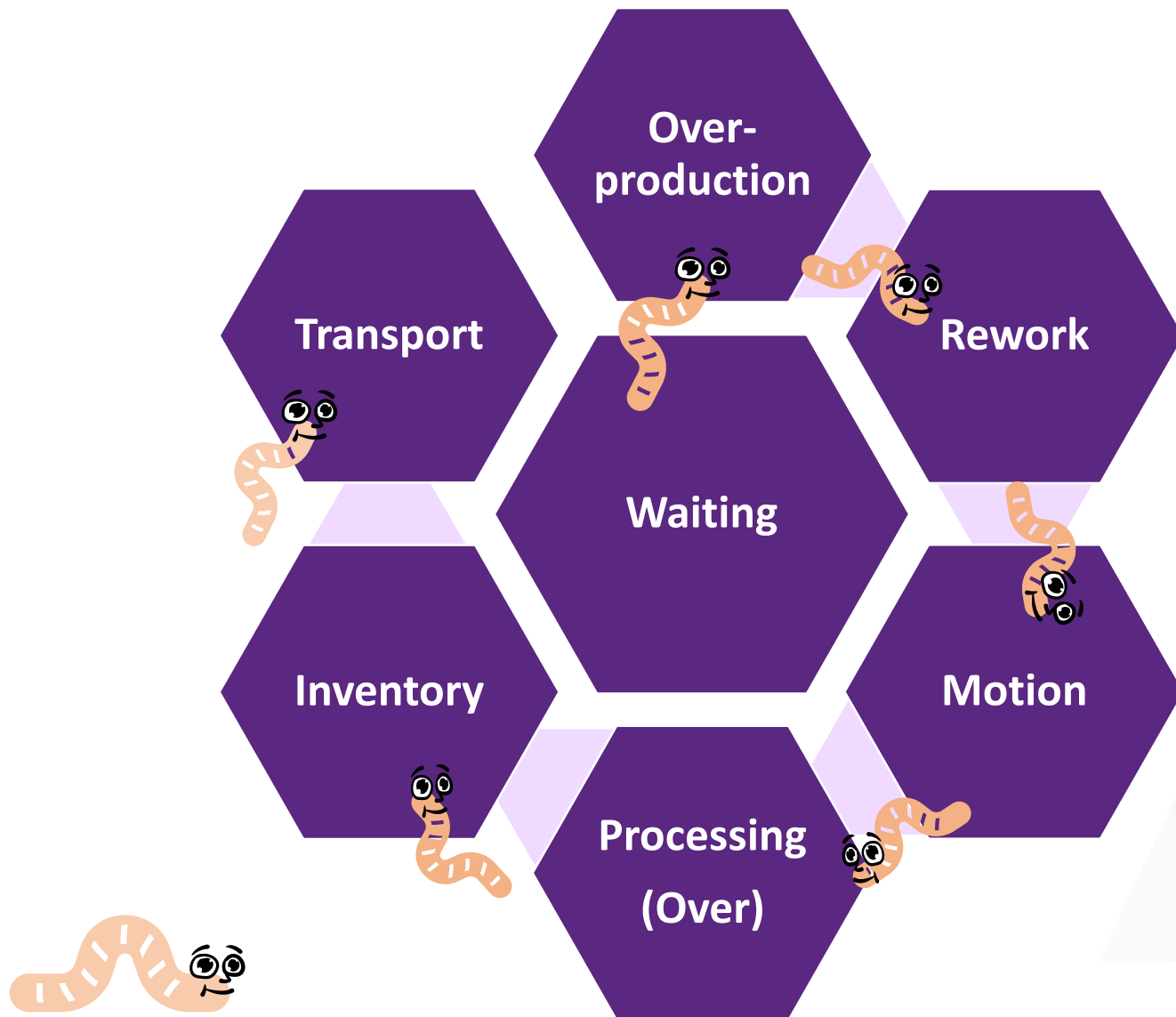
Emotions

39% Consumers have less patience than Pre-Pandemic (netomi)

67% Customer cite Bad CX as reason for Switching (PWC)

60% Customers feel Like we still work in Silo (Salesforce)

It's All WORMS!?



WAIT: Average Speed Of Answer, Longest Call Waiting, Average Speed Of Abandonment, Average Response Times

OVER PRODUCTION: Agent Available Time, Utilisation, Occupancy

REWORK: First Contact Resolution, Complaints, Repeat Caller Demand

OVER PROCESSING: Call Handling Time, AHT, End To End Process

What Can We Influence to Improve Service Levels?



Supply &
Demand



The Conversation



Technology

SMART Shrinkage Management



Supply &
Demand

Dynamic Shrinkage Planning

Flexibility & Burnout

Smart Routing & IVR

Fewer Handoffs

Realtime & Planning Partnership

Data Led Decisions

Conversational Re-engineering



AHT Autopsy

**Coach The Conversation Not
AHT**

The Conversation

Conversation Redesign

Guidance And Scripting

Leveraging Technology



Consistency

Auto-Summarisation

Accuracy & Efficiency

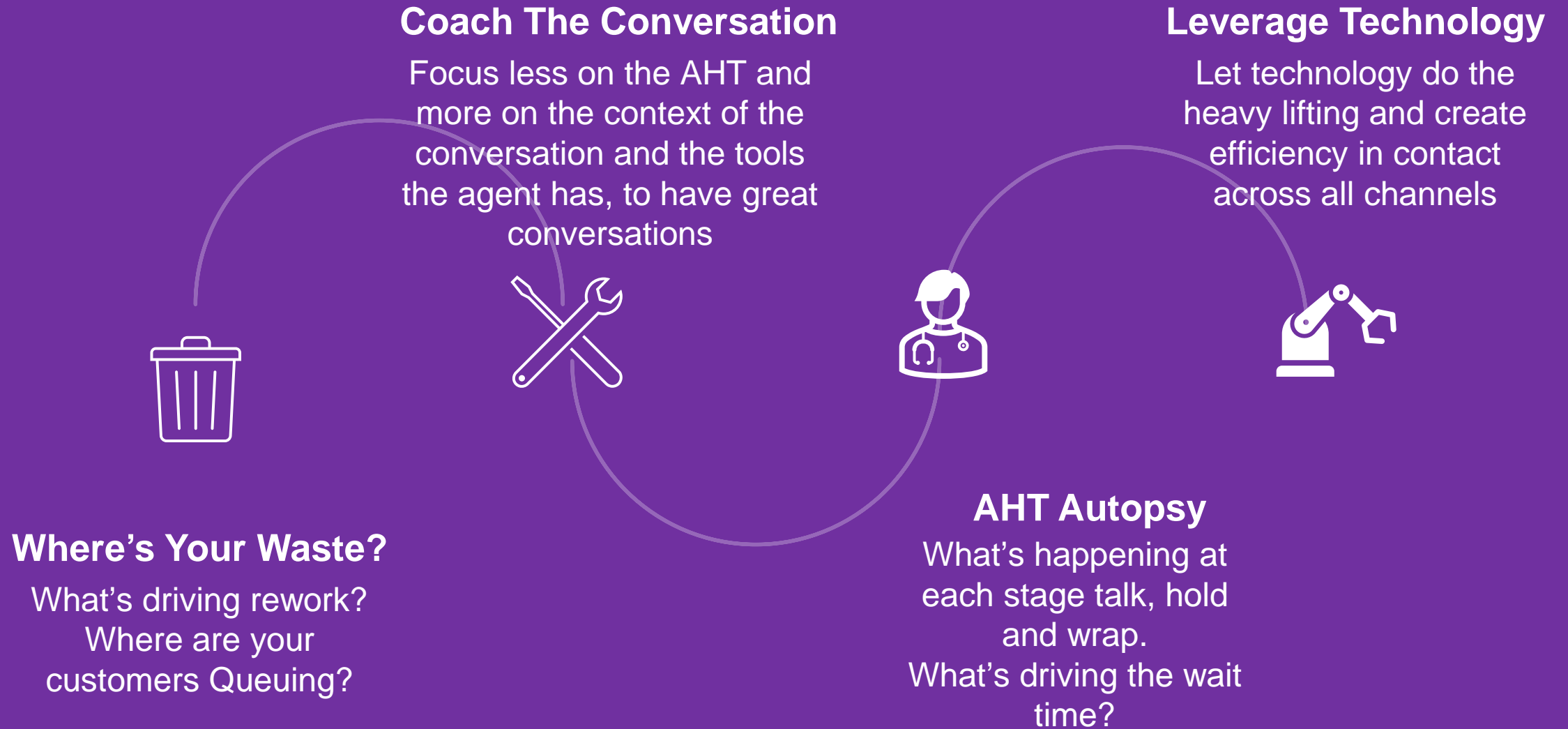
Knowledge Management

Demand Reduction

CRM/Personalisation & Self Service

Technology

Key Takeaways



Thank You!
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