



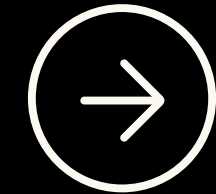
Call Centre Helper Magazine

ADVANCED COACHING STRATEGIES FOR CONTACT CENTRE LEADERS

Presented by Carolyn Blunt FCIPD



WHAT MAKES CONTACT CENTRE COACHING ADVANCED?



- 1 Data driven coaching
- 2 Sentiment driven analysis
- 3 Real time feedback
- 4 Gamification
- 5 Scenario based simulations
- 6 Cross channel / platform coaching
- 7 Virtual coaching
- 8 Collaborative learning
- 9 Predictive resources
- 10 Individual plans and pathways



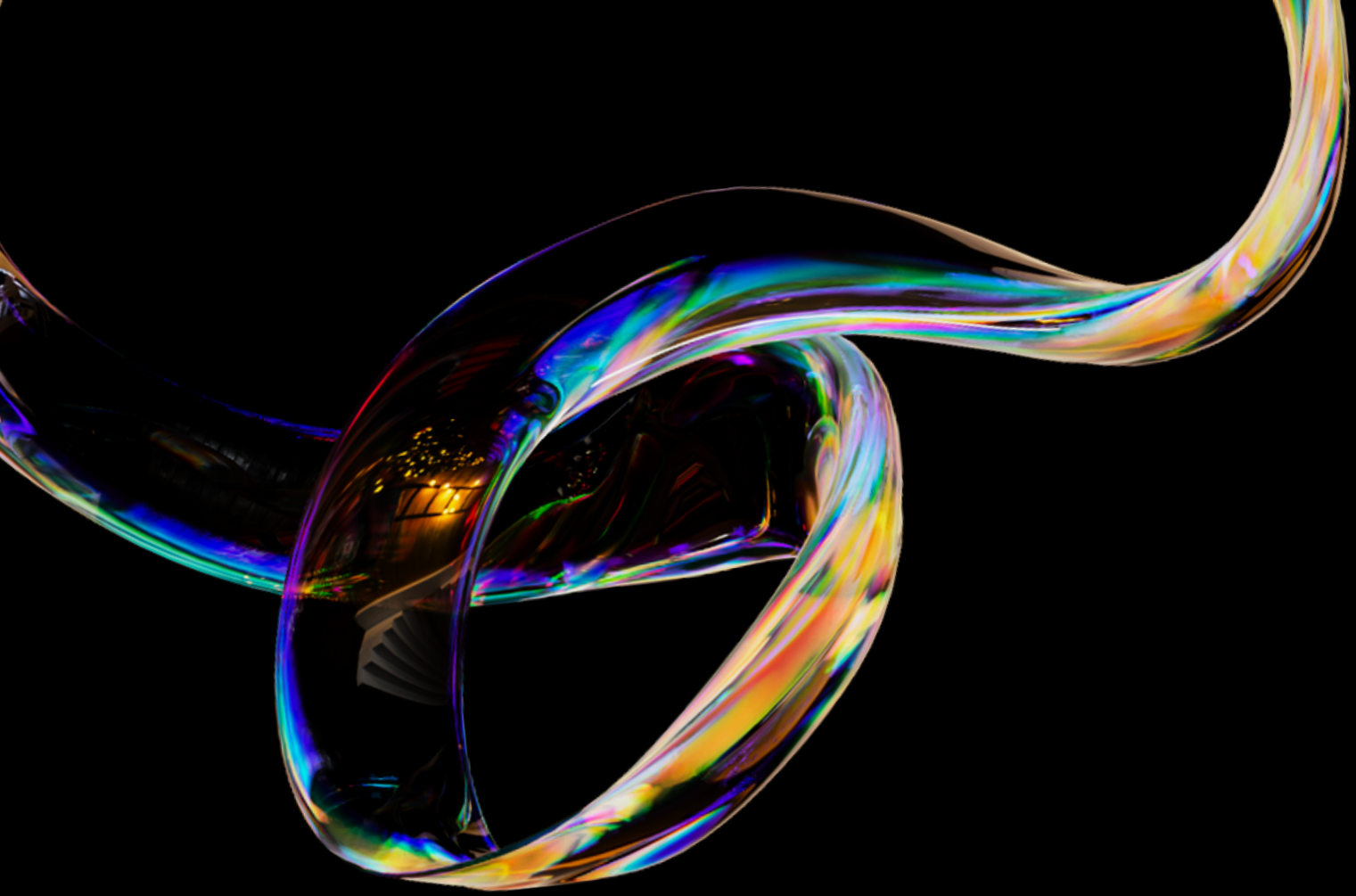
ADVANCED COACHING

“You know my problem?
I’ve had too much praise”

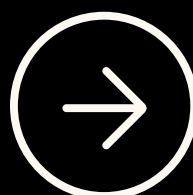
Said nobody ever. Whether your coaching strategies are advanced or old school, the main priority is that you do it.

The power of motivational and development feedback and coaching can not be underestimated for its impact on retention, performance, innovation, culture and cx.





SOUND FAMILIAR?



I'm doing my best

Catch your people doing something right. Reinforce the behaviours that you want to keep, listening, patience, empathy, problem-solving, taking ownership, adapting, accuracy and efficiency. If you see it (whether with your own eyes/ears or in the data) say it.



I've never been told that before

Inconsistency in messages is a source of frustration - ensuring that all best practices are captured in Quality & Training processes and can be revisited and referred back to avoids any confusion and discrepancies.

Using AI to summarise coaching sessions and actions has saved leaders so much time and ensures records are always kept.



That's how I was told to do it

Training the Trainers, Coaches and Leaders is critical for consistency. Whilst we can all have our own unique styles and spins on delivery the fundamental content should remain consistent and up to date.

HOW MEDIOCRE STRATEGIES MAY BE HOLDING YOU BACK



Fairness and Equity

Using challenges, gamification and rewards to boost engagement, motivation and performance isn't new, but underpinning the leader boards with tech and data ensures that fairness and unbiased results prevail, keeping cultures open and collaborative.



Emotional Contagion

When agents are receiving real time feedback, coaching and prompts they are more able to stay positive, resilient and on track, leading to turnaround of disgruntled customers and better promotion of the organisation.



Conversion & Retention

The conversions of contacts into sales or problems identified and resolved - leads to increased customer satisfaction, retention and loyalty. In competitive or highly regulated markets this is the difference between success and failure.

WHAT IS YOUR GOAL?

“Chase two rabbits, catch none”



2010

Manual listening, random sampling, typing up discussions and plans

2015

Voice analytics, sentiment analysis, digital scorecards

2020

Interaction analytics, gamification, app based learning, real time feedback

2025

AI driven routing and prompts, automated capture of human coaching interactions, personalised learning suggestions



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THANK YOU

for your time and attention

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