Boosting Agent & Team Leader Effectiveness

Empowering Teams in a New Era of Contact Centres

27th March 2025

Why are great Team Leaders important in Contact Centres?

51% of UK CC employees are looking for a new job

67% of new starters keep their options open for the first 4 weeks

64% the amount of new starters Contact Centres lose in the first year (against 25% business wide)

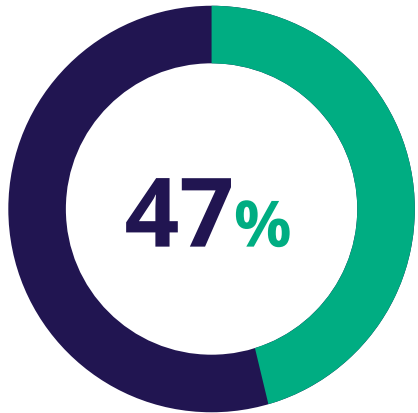**Number 2 reason Agents leave their job is their Team Leader or Manager**

The Strategy to Execution Gap

Traditional Operating Model
Top-Down Management

| Leadership | Strategy, Goals, Playbooks |

Team Leader — Team Leader — Team Leader

Communication, Monitoring

Frontline Employee · Frontline Employee · Frontline Employee · Frontline Employee · Frontline Employee · Frontline Employee · Frontline Employee

Inconsistent Performance

Unintended Damage

Dissatisfied Employees and Customers

Why is it so hard for Team Leaders to be more impactful coaches?

Siloed data = multiple sources

Lack of time to adequately prepare

Poor visibility into frontline colleague performance

Hard to connect behaviours to performance

Difficulty measuring impact of development activities

Skills & experience gaps = Unprepared Team Leaders

Hard to manage expectations of frontline colleagues

Bridging the Gap From Strategy to Execution

Employee First Operating Model

Frontline Employee

- Empowered
- Personalised Experience
- Inspired

Frontline Manager

- Focus
- Deeper Connection
- Manager to Coach

Leadership

- Revenue, Cost Efficiency, Customer Loyalty
- Higher Employee Retention
- Accelerated Transformation

Leadership

Frontline Manager

Frontline Employee

From Centrical & The Forum's 2024 Industry Survey? 'The Future of Contact Centre Management'

KEY FINDINGS:

The changing role of frontline agents necessitates a corresponding evolution in management roles, with a focus on leadership, coaching, and supporting a hybrid workforce.

There is a risk that managers are not being upskilled quickly enough to keep pace with industry changes, which could hinder effective implementation of new technologies and practices.

**From Centrical & The Forum's 2024 Industry Survey? 'The Future of Contact Centre Management'**

Does your organisation have a program in place to prepare frontline managers for new expectations around the employee experience?

No **44%**

Yes **56%**
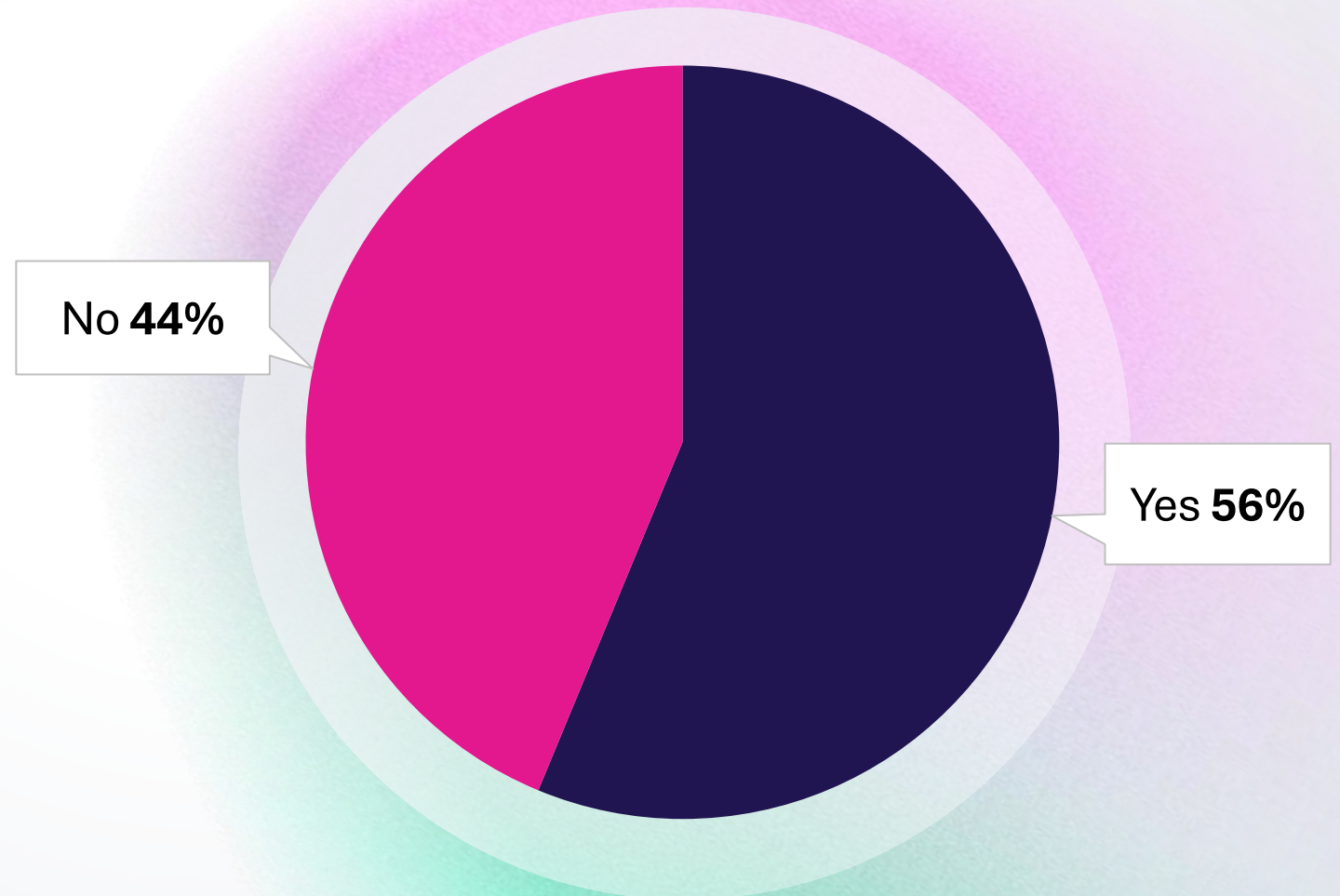
Today's generations in Contact Centres

Legend: Baby Boomer | Gen X | Millenials | Gen Z | Gen Alpha

Pie chart values:
- Baby Boomer: 10%
- Gen X: 20%
- Millenials: 40%
- Gen Z: 25%
- Gen Alpha: 5%
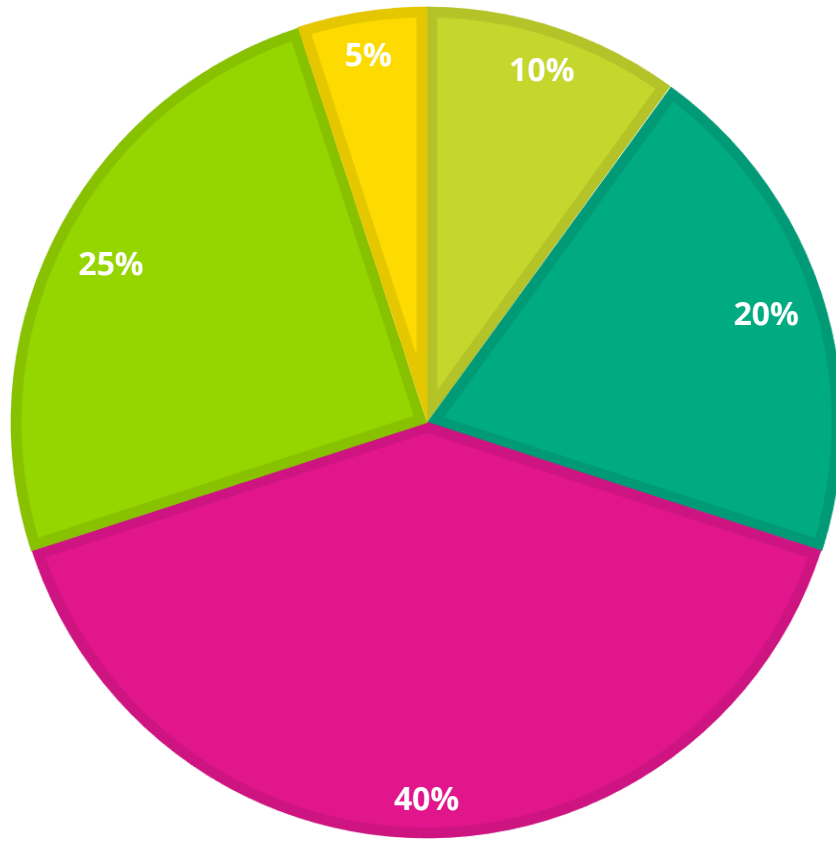
- **Baby Boomer: Born in or before 1964**
- **Gen X: 1965 – 1980**
- **Millenials: 1981 – 1996**
- **Gen Z: 1997 – 2012**
- **Gen Alpha: 2013+**

Why is this debate important?

27% of working population in the UK will be GenZ by next year.

Over 70% of the Agent population and growing fast!

The fastest growing working population, just starting to hit management

Millennials make up nearly 80% of the TL population and are the growing population of CCMs

73% of CEOs in the UK are GenX

red
recruitment

Managing this generation as a TL

Creating a culture of trust, growth and connection to a cause

Clear communication

Emphasise the individual's importance

Encourage ongoing education

Embrace inclusive and diverse workplace

Flexible work arrangements, digitally driven

Relevant benefits

Centrical In Action

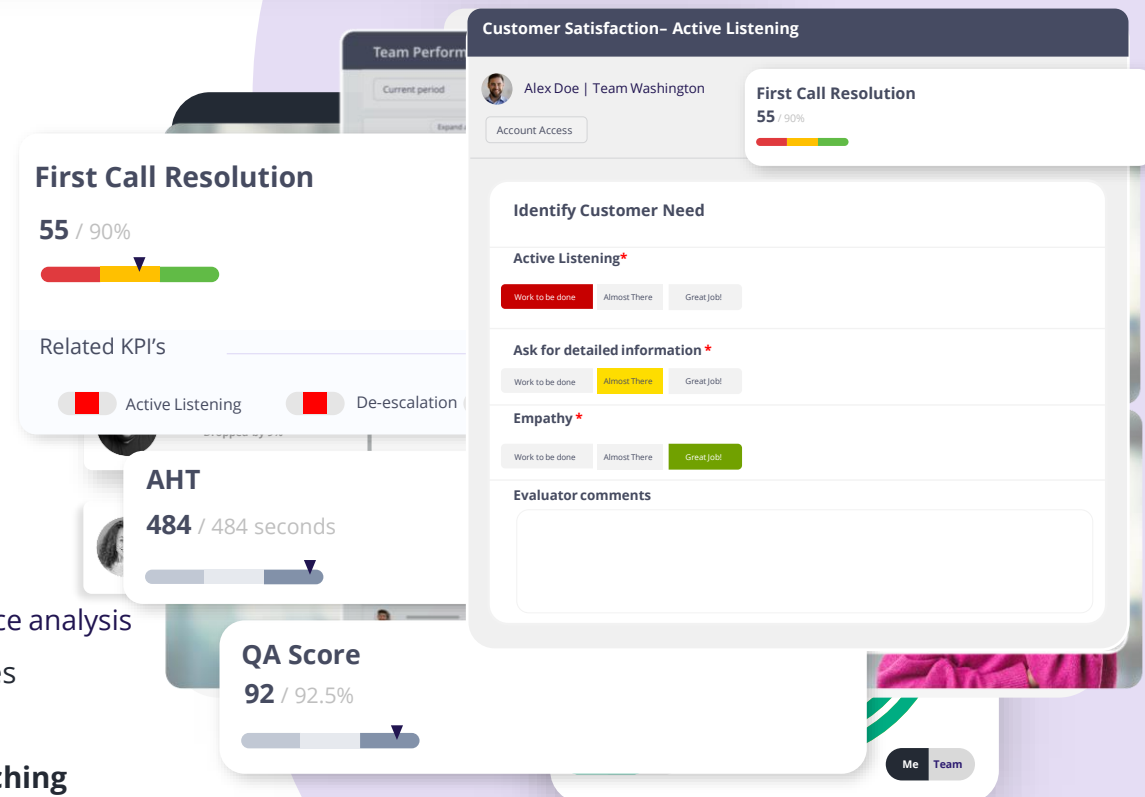# Meet Alex: Contact Centre Service Agent at a Bank

- Handles **customer inquiries, transactions, and issue resolution** via phone and chat
- Responsible for **ensuring high customer satisfaction and first-call resolution**
- Measured on **CSAT scores, average handle time (AHT),** and **compliancee adherence**

Challenges Alex Faces

❌ **Struggles with active listening and de-escalation** when handling frustrated customers

❌ Needs to improve **FCR rates** by effectively guiding customers to solutions

❌ Limited access to **personalised coaching and feedback** based on performance trends

❌ Feels **disengaged and unmotivated**, leading to lower performance

How Centrical Supports Alex

✅ **AI-driven Insights identify skill gaps** – active listening and de-escalation

✅ **Micro-surveys** prompt self-reflection & engage his manager through automated performance analysis

✅ **Simulations & microlearning** modules help Alex practice customer resolution techniques

✅ **Gamification & challenges** motivate improvement with **leaderboards and rewards**

✅ **AI assistant & manager insights** ensure his manager steps in with timely **targeted coaching**

Team Perform
Current period
Expand

First Call Resolution

55 / 90%

Related KPI's

Active Listening   De-escalation

AHT

484 / 484 seconds

QA Score

92 / 92.5%

Customer Satisfaction– Active Listening

Alex Doe | Team Washington
Account Access

First Call Resolution
55 / 90%

Identify Customer Need

Active Listening *
Work to be done | Almost There | Great Job!

Ask for detailed information *
Work to be done | Almost There | Great Job!

Empathy *
Work to be done | Almost There | Great Job!

Evaluator comments

Me | Team

🏆 **Higher customer satisfaction**   💬 **Improved AHT & First-Call Resolution**   🚀 **Motivated workforce**   📊 **Manager empowerment**

Meet Corey: Contact Centre Team Leader at a Bank

- Oversees a team of customer service reps, including Alex
- Responsible for **coaching, compliance, and team engagement**
- Measured on team **CSAT, QA scores, and productivity**

Challenges Alex Faces

❌ **Struggles with limited time to coach** his team members due to workload

❌ Hard to **identify performance and behavioural gaps** without deep data analysis

❌ Lack a **centralised view of team performance** across KPIs

❌ Feels his team is disengaged because coaching is often **reactive instead of proactive**

How Centrical Supports Alex

✅ **Unified Team Performance View** – Shows key KPIs, trends, and coaching needs

✅ **Conversational AI Assistant** – Summarises team performance, recommends actions

✅ **Daily AI Insights** – Automatically flags performance outliers like Alex for timely intervention

✅ **Targeted Coaching Actions** – Allows managers to send AI-recommended coaching interventions instantly

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Coach Alex to reach goals for First Call Resolution

First Call Resolution
55 / 90 | KPI results for the week of March 20, 2025

Share the challenges stopping you from reaching your goal.

Watch this video e... three ways to impr...

What could you do better this tim...

Due date: Apr 20th, 2025

Hey – let's review your step goal

50/500 Characters

Cancel

🎯 **Quality**
  ▼ Dropped by 10%   📣 Coach

Overview   Missions

🎯 **Active Listening**
  ▼ Dropped by 22%

🎯 Create personal challenge

🎯 **Empathy**
  ▼ Dropped by 9%   📣 Coach

0   Nov 19   Nov 26   Dec 3

Start conversation

🎯 **Politeness**
  ▲ Improved by 12%   🎉 Celebrate

🏆 **Time Savings**   💬 **More Effective Coaching**   🚀 **Higher Team Engagement & Performance**   📊 **Empowered Leadership**

Customer Stories

Improving the People Experience to Drive Efficiency and Cost Savings

Teleperformance | SAMSUNG

Teleperformance Benelux + Samsung

Teleperformance Benelux and their client Samsung partnered with Centrical to modernize agent training, performance management, and coaching.

The goal was to boost efficiencies by creating a seamless people experience—delivering engaging learning opportunities, empowering agents, and enabling supervisors to reduce administrative workloads and focus on coaching.

The Challenge

The organization relied on multiple disconnected data sources and systems, creating inefficiencies and limiting the ability to provide a cohesive performance management experience. Historically focused on reducing customer effort, there was an unmet need to reduce agent effort as well. Supervisors spent significant time on administrative tasks, leaving less time for coaching, while agents struggled with knowledge retention due to inefficiencies in identifying and addressing individual knowledge gaps.

The Solution

With Centrical, Teleperformance and Samsung introduced gamified, personalized on-the-job training, cutting new hire training time in half and reducing continuous education time by 75%. Agents were empowered with real-time performance visibility and knowledge boosts, while recognition and rewards drove engagement and motivation. Visibility into customer feedback helped agents understand their performance and take ownership of their growth. Supervisors also gained access to AI-driven coaching insights and automated outlier detection, helping them quickly identify performance gaps and deliver targeted support. Administrative tasks were drastically reduced, allowing supervisors to reinvest time in coaching and quality improvement.

Centrical's Impact

50%
Reduction New Hire Training

75%
Reduction Ongoing Training

70%
Reduction in Supervisor Administrative Work

7.5%
Improvement FCR Digital

Engaged Centrical learners outperformed all other employees since the launch of the new game

When comparing **advisors** who **complete over 70% of focused learning missions** vs. those that didn't, **XXXX achieved...**

~33% | **Higher** NPS

~11.5% | **Higher** ASAT

~11.4% | **Higher** Resolved

When comparing **managers** who **log into Centrical at least three times** a week vs. those that didn't, **XXXX achieved...**

~6.1% | **Lower** AHT

=

£97K | **Annualised efficiencies**

centrical™

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Thank You!