



So how do you boost Team Leader effectiveness so your agents can truly thrive in delivering exceptional customer service?

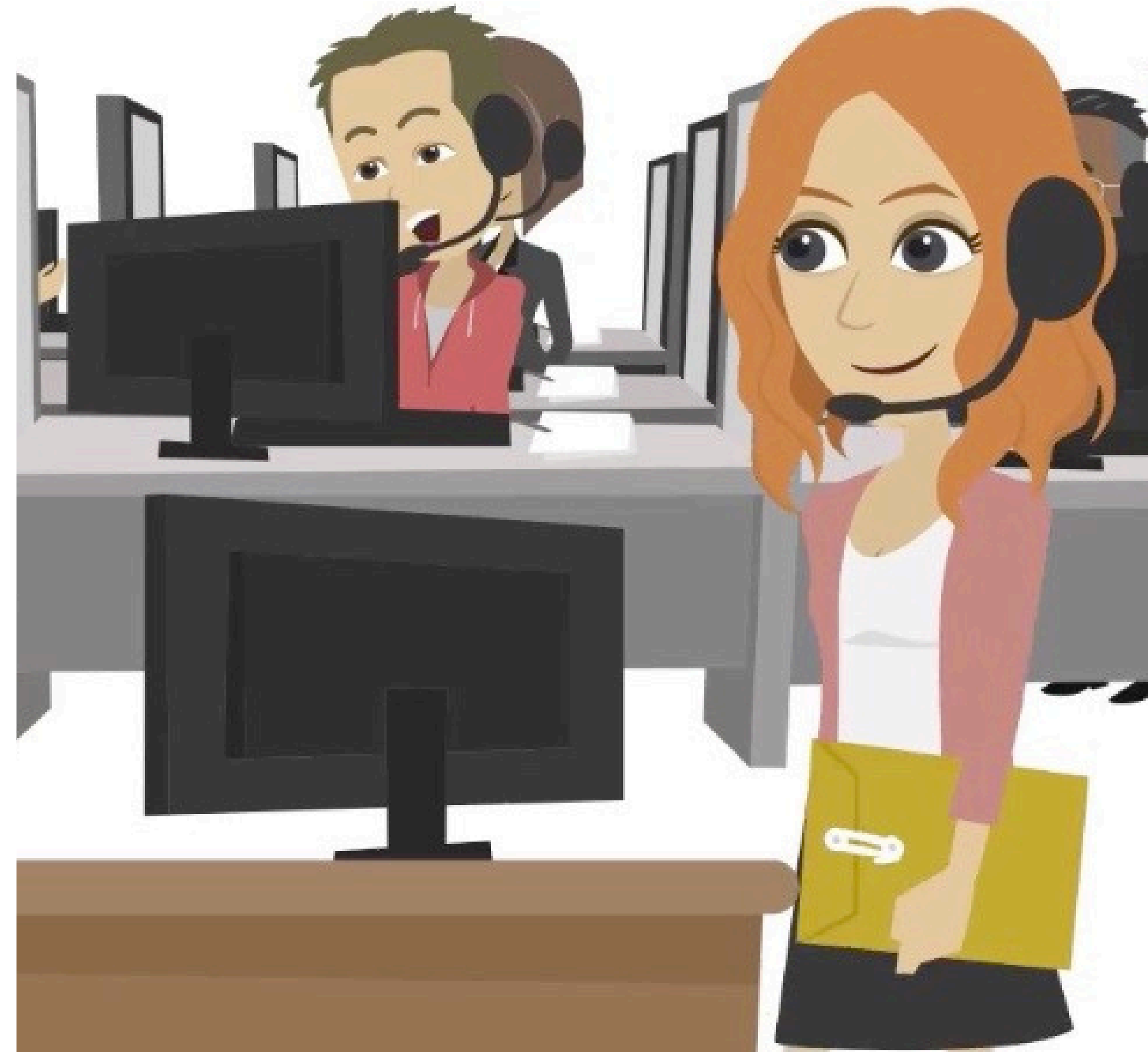
The Customer Service Challenge

✗ Customer service can always be improved, but knowing where to focus is tricky.

✗ Many businesses focus on technology without looking at the people using the technology.

✗ This leads to inconsistent performance, disengagement, and missed opportunities.

✓ One of the fastest routes to success? Improving Team Leader Effectiveness & focusing on TLX - Team Leader Experience.



What's Holding Team Leaders Back?

- 1 Overloaded with Admin
- 2 Lack of Training & Support
- 3 Too Many KPIs, Not Enough Direction
- 4 Technology Frustrations
- 5 Lack of Peer Support

✓ **Daily Micro-Coaching**

✓ **Gamify Performance**

✓ **Reduce Admin for TLs**

✓ **Real-Time Call Feedback**

✓ **Peer-to-Peer Learning**

Quick Wins for Boosting Agent Performance



What's Working in Leading Contact Centres Right Now?

AI-Powered
Coaching

Speech &
Sentiment
Analysis

Blended Work
Models

Agent Assist
Tools

Personalised
Training Plans

Gamification

Team Leader
Leadership
Training

Engaging
comprehensive
communication

What Best Practice Looks Like in 2025

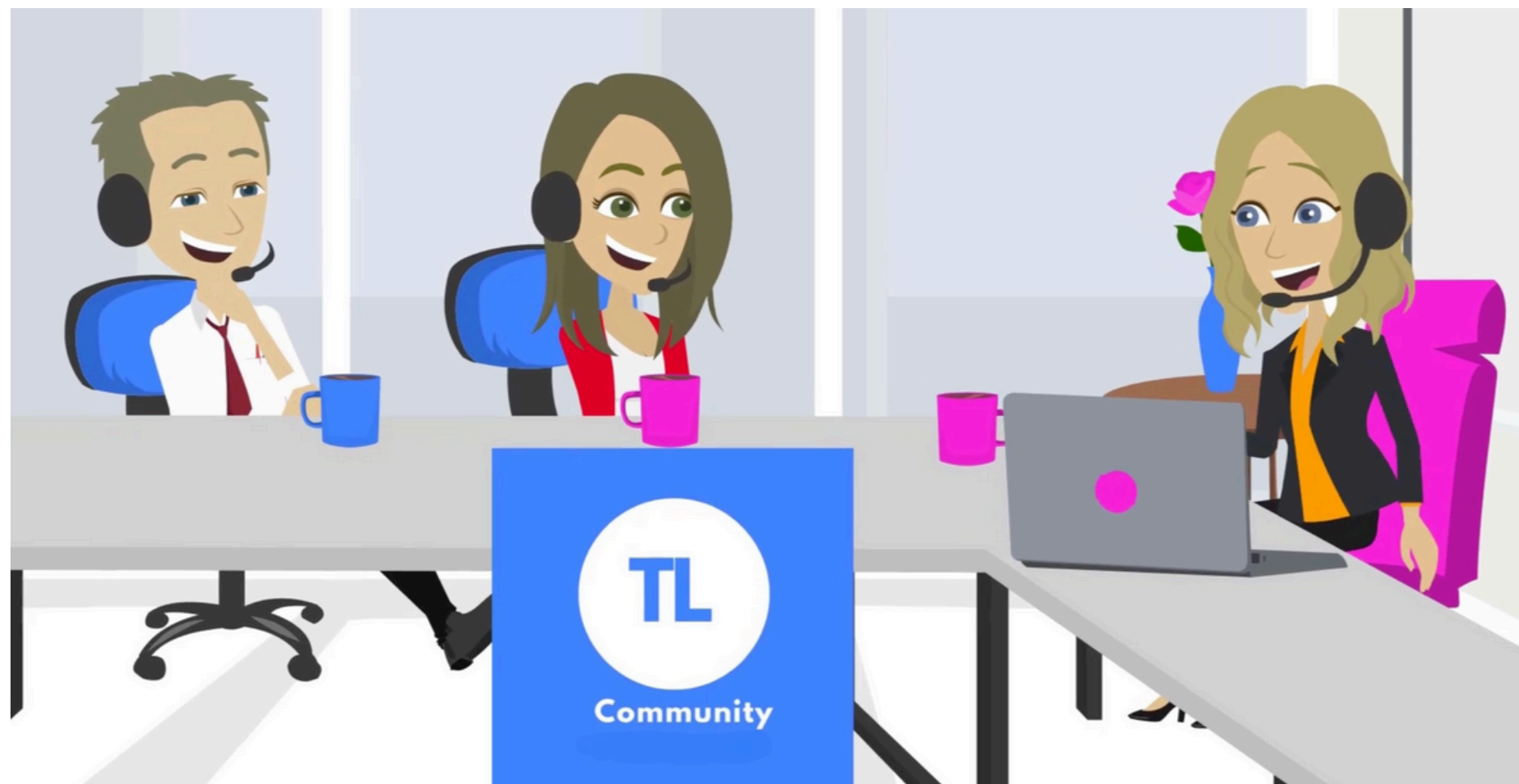
Team Leaders as Coaches, Not Just Managers

Tech That Supports, Not Hinders, Performance

Data-Driven Decisions That Improve TLX, CX & EX

A Strong Team Leader Community for Support & Learning

Workplaces That Prioritise Well-being, Not Just KPIs



Thanks for listening

