"Boosting Customer Satisfaction in Contact Centres"

Part 1 –
The CUSTOMER SERVICE SKILLS Side of CSAT



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Human eras are defined by their tools

Contact centre "ages" are also shaped by their tools: Age of Al



What is the Impact to Customer Satisfaction of...

Technology

Process

People

Customer Satisfaction - People

Al is a great customer and agent assist tool.
 However, some customers still want human interaction.

 We are asking Tier I agents to handle Tier 2 interactions, without extra training and coaching!

• There are also generational differences in skill sets.



Agent/Customer "Boundary Layer"

- What keeps a 200-ton aircraft from crashing into the ground?
- The conversation between your human agent & your customer is like this thin boundary layer of air, keeping your company afloat!

How do upset customers affect CSAT, AHT, escalations & employee engagement?







"Fight or Flight" Changes the Brain's Chemistry

"It isn't character, it's chemical. When people get upset, too much adrenaline floods their brains, and their thinking malfunctions."

From the book, "Conflict Unravelled: Fixing Problems at Work and in Families" by Andra Medea



Emotionally Intelligence Customer Service is...

 Understanding and managing emotions, both our own & other people's feelings



- I. Do not go into "Fight or Flight" yourself:
 - Take slow, deep breaths
 - Relax your muscles
 - Take notes
 - Slow down your own rate of speech

2. Listen and let them vent for a bit ...without interrupting!

People can react to interruptions by getting angrier

If they repeat themselves, what can you do to acknowledge their issue?



3. Acknowledge your customer's current emotional state, if appropriate and show empathy

For example, "I might feel the same way, if that happened to me."



4. Use "And" NOT "But" to avoid blaming the customer:

"I don't blame you for being upset.

BUT..."

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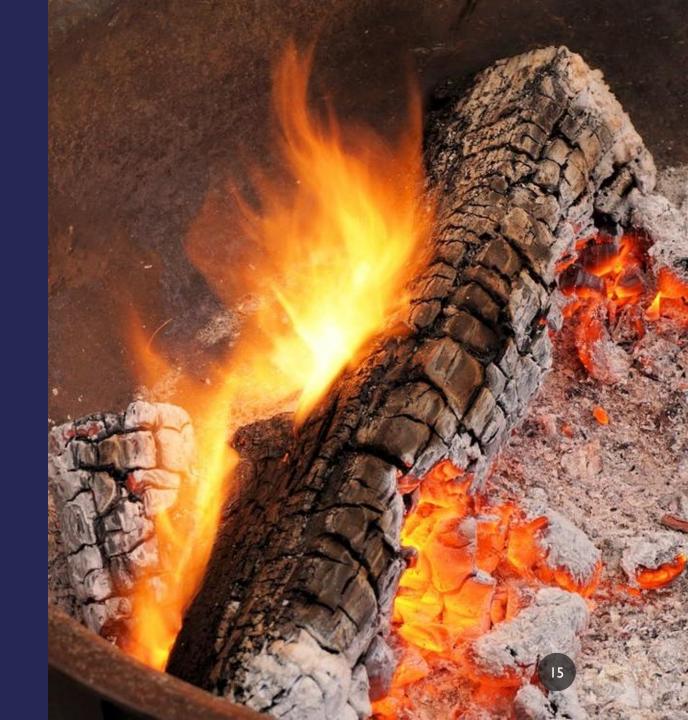
"I don't blame you for being upset.

AND..."

5. Keep it simple and avoid jargon

How long AFTER they have stopped yelling, do you think it takes the average person to regain their full mental & emotional capability?

People's anger can be re-ignited easily during the 20-30 minutes AFTER they have stopped yelling!



In addition to training changes, the impact of AI means upgrading your recruitment, onboarding & coaching processes!



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