



Strategies to Maximise Contact Centre Performance

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The Contact Centre Performance Imperative

Maximising contact centre performance is a balancing act.

Balance

Cost, customer satisfaction, and employee engagement must be balanced.

Strategic Focus

Success demands focus across People, Process, and Technology.

Holistic Approach

All elements must work together for optimal results.

6 Key Contact Centre Priorities

Controlling the Cost base –
identifying areas for efficiency
through process and
technology



Customer Vulnerability –
Identifying and supporting
customers most at risk,
making us more accessible.



Improving Customer
Experience – increasing
CSAT and First Contact
Resolution, Self service
tools, slicker customer
journey's & technology



Priorities



Data & Insights – Creating
better customer journey's
and better decisions with
insight and data led
decision making

Employee Engagement –
Supporting our colleagues and
reduce the levels of stress and
burnout by optimising people and
process

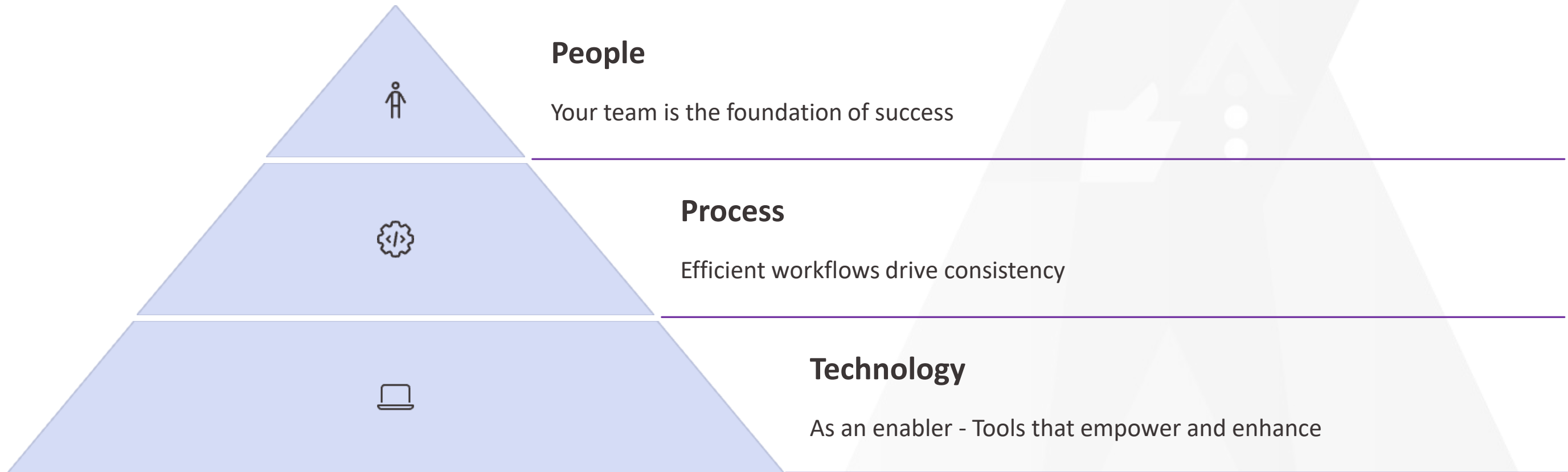


Boosting performance –
Delivering against business
objectives to grow, maintain
profitability and meet our
objectives



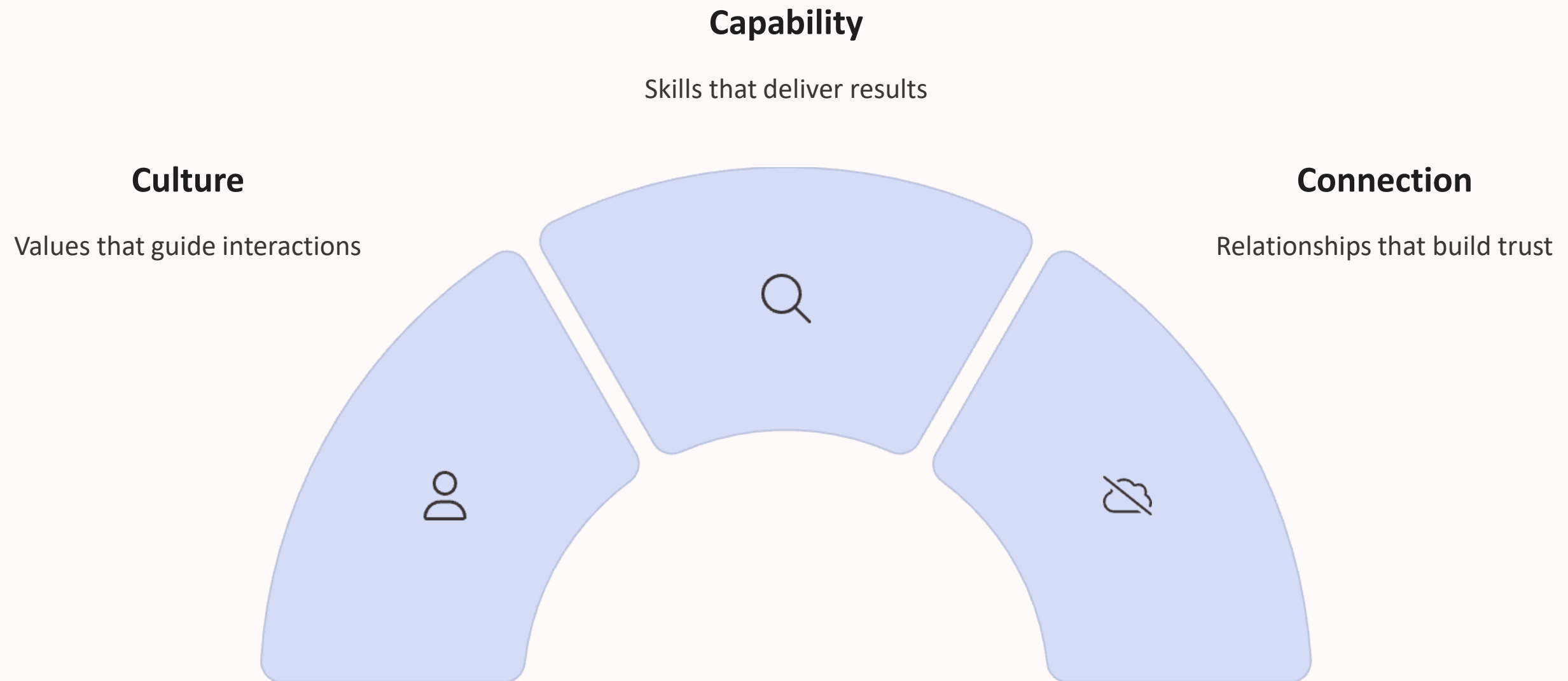
So to maximise performance we need to think strategically

Peak performance happens when People, Process, and Technology work in harmony.



Lever 1: People

Your primary competitive advantage.



Key People Strategies to Maximise Performance

Hire. Develop. Recognise. Empower.

Recruit for Attitude

Find people with the right mindset. Train them for skill.

Build Customer-Centric Culture

Create an environment where customers come first.

Ongoing Coaching

Provide regular feedback aligned to outcomes.

Recognition Programmes

Celebrate success to reinforce positive behaviours.



Attract
Screen
Interview
Hire
Onboard
Develop
Retain

Developing High-Performance Contact Centre Teams

Developing skills and resilience is crucial.

Microlearning

Short, focused training modules that fit into busy schedules.

Emotional Intelligence

Training that builds empathy and customer understanding.

Decision Empowerment

Giving agents authority to resolve issues independently.



Leadership as a Performance Multiplier

Leaders are the engine of high-performing contact centres.



Frontline Leadership Coaching

Invest in developing supervisors' coaching abilities.



Feedback Culture

Create an environment where feedback flows freely.



Data-Driven Management

Use metrics to guide team performance decisions.

Lever 2: Process

Good processes drive efficient, effortless customer experiences.



Define

Clearly document workflows and expectations.



Streamline

Remove unnecessary steps and friction points.



Improve

Continuously refine based on feedback and data.



Key Process Strategies to Maximise Performance

Simplify and optimise.

Map Customer Journeys

Visualise every touchpoint in the customer experience.



Iterative Feedback

Use customer and agent input to drive improvements.

Eliminate Failure Demand

Reduce contacts caused by previous service failures.

Reducing Effort: Simplify Internal and External Journeys

Customer and agent effort must be minimised.



Streamline Hand-offs

Reduce internal transfers between departments – optimise IVR's and Decisions making authority.



First Contact Resolution

Track where we don't solve problems the first time to close the loop. – why?



Prioritise Ease

Make simplicity as important as satisfaction scores, ask about Customer effort and ease.

Process Excellence - The Role of Data and Feedback

Use insights to improve, not just measure.

Voice of Customer (VoC)

Capture customer feedback across all touchpoints.

Use surveys, interviews, and interaction analytics.

Voice of Employee (VoE)

Listen to agent insights about process pain points.

They know where the real problems exist.

Close Feedback Loops

Act on insights quickly and visibly.

Show customers and employees their input matters.

Lever 3: Technology

Technology must be an enabler, not a distraction.

Agent Time

Should be spent with Customers not Systems – how do we help them spend more time talking to customers, not systems.

Efficiency Gain

How do we improve efficiency and Potential improvement with the right technology tools.

24/7

Availability

Customers should choose when to serve.
Technology enables round-the-clock service options.



Balancing Human and Digital – A "Humanology" Approach

The future is human + digital, not human vs. digital.

Digital First
Handle simple queries with automation

Digital Enhancement
Support humans with AI tools



Seamless Escalation

Transfer to humans when needed

Human Touch

Provide empathy and complex problem-solving

Build an Integrated People, Process, and Technology Strategy

No silos, just synergy.



Alignment

Initiatives must work together across all three levers.



Collaboration

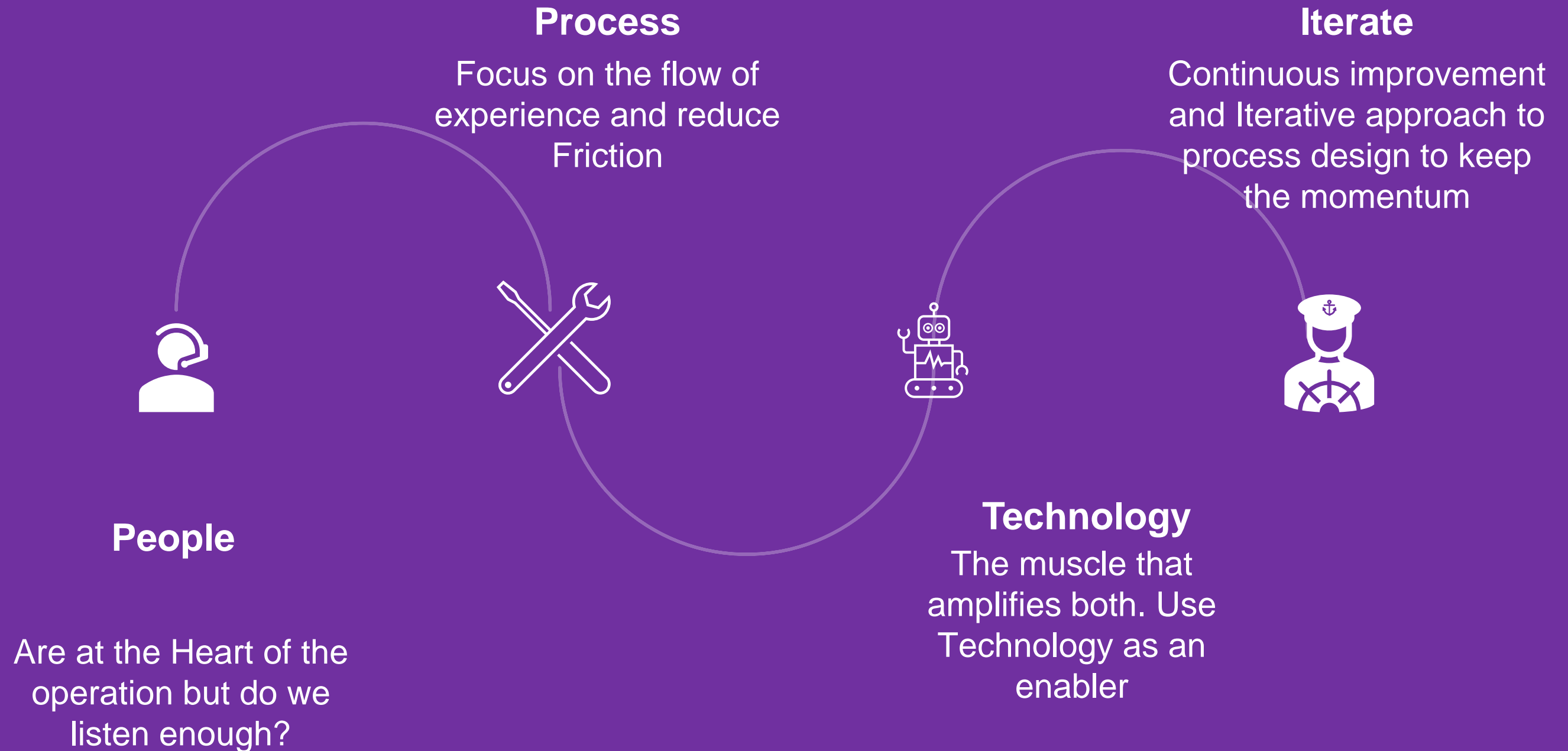
Break down departmental barriers for unified approach.



Unified Metrics

Measure success holistically across all dimensions.

Key takeaways



For more Information and detail

[Click here](#)

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- Leadership coaching and development
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