



Call Center Culture of Excellence – How We Build it

When it comes to call center agents there's now a serious talent shortage. Employers around the globe are facing the most severe recruitment crisis in 12 years, according to the latest Talent Shortage Survey, with 40% of companies surveyed reporting difficulties filling roles.

Our people are our primary asset – It is not enough to just have staff, but to have excellent staff. We motivate our employees with our culture, we help develop their growth by coaching them, and we welcome their ideas by giving them access to speak their minds and suggest improvements. Our managers have clear strategies to create efficient, productive and effective teams. Measuring performance-based KPIs, such as first contact resolution (FCR), Net Promoter Score (NPS) and truck rolls are imperative to ensuring a smooth and customer-centric operation. Enhancing employee satisfaction and cutting agent attrition is one of their core priorities.

Employee's that feel they're part of the company will want to make a difference, and we promote that with everything that we do.

Questions you can consider asking your team:

- Are you happy in your role?
- What can I do to support you more?
- How are we getting in our way?

Motivational strategies

- Raise morale to acceptable baseline levels.
- Make incentives a top-down decision to reflect current corporate-level strategies.
- Survey agents to uncover the sorts of incentives they like.
- Mix up incentives. Offer short-term goals (like dinner for two) with long-term, monetary incentives.
- Reward frequently.
- Make rewards a public affair--post photos on wall-of-fame; broadcast winners' names through email, newsletters, and over the intranet; present the awards at special dinners.
- Track-specific, tangible results and communicate them to everyone involved.
- Be spontaneous by offering real-time recognition.
- Vary the frequency, vary the programs, and vary the value of the incentives.
- Articulate your reasons for the program and the metrics. Avoid ambiguity.
- Pick two or three corporate-level strategies you want to further. Change them quarterly, because the goal for the quarter may have changed.
- Never forget the importance of a simple pat on the back.
- Allow agents to view their progress.



Maintain a positive customer service experience – We aim to provide a consistent and positive service to all of our customers, and with each other, by maintaining the same level of customer satisfaction for everyone we serve. Great customer experience is genuine, sincere and heartfelt. We achieve this by dedicating time for training, reinforcing the client experience and planning an overall experience for customer service. Proactive assistance is our practice of identifying and resolving customer issues before they become problems. Taking the initiative in support processes increases customer retention rates by 3-5% with consumers generally positive toward proactive service.

Thoughts for considering your own experience:

- Do you have a customer service vision?
- What's the best experience you've ever had and how can you create that for your audience?

Availability – No matter how friendly or skilled your customer service team, if they're not there to answer the phones, it doesn't matter. We aim to maintain a constant level of availability by providing consistent levels of utilization across our staff. We are ready and waiting when our customers need help.

Where are you falling short on your availability performance?

- Are all of your calls getting answered? If not, is it less than 5 percent of your total calls?
- Do you need to staff longer hours than your team is willing to work?

Vast Knowledge Base – We pride ourselves in having an accurate and ever-expanding knowledge base available to our staff. When considering the best way to widen our agents' skill sets, technology-based tools are often the key to professional development, as they enable agents to handle a much wider range of complex issues and to advance their careers. To do this we use our vast knowledge base, we could go on for hours about knowledge!

Ask yourself these questions to get started on your assessment:

- Are you providing answers for your team to address questions quickly and consistently?
- Do you have a framework and process for making sure your knowledge is always up to date?
- How much time each week are you dedicating to your knowledge effort?

It's more than a Call Center – A excellent call center does more than take calls. As an outsourced solution, a call center acts as the first point of contact for problems. An excellent call center consults provide recommendations and best practices and grows alongside your business.

Thoughts on expanding beyond your current mindset:

- Would a third party help you evaluate where you are today and provide a list of recommendations to help you improve?



- Where is your gut saying you're falling short and do you have the data to back it up?
- How transparent is your experience when it comes to data?

Help customers help themselves – Since more people are technology savvy, they often prefer to conduct transactions and resolve issues themselves, whether online or over the phone. Integrating solutions that help them safely do it themselves can lead to fast query resolution and improve customer satisfaction.

How are you improving here?

- Are you looking at your top call types and then finding creative ways to eliminate those calls?
- How does your audience find their answer if they can't call? What resources do you offer on your website?
- Is the video part of your solution offering? "How To" videos are some of the most popular on the Internet. Is your service or product conducive to a good library of videos?

Our Take on Quality Control

Call Recordings – Call recording is vastly underused for coaching and quality control. Many decision-makers mistakenly think it's only good for mitigating legal risks and complying with rules and regulations. But we find that call recording can help determine the strengths and weaknesses of contact center agents. We get huge results just by empowering our supervisors and agents to review call recordings so agents can hear themselves and strategize ways to improve service.

Silent Monitoring – By letting supervisors listen in on live agent calls from their headsets or mobile devices, supervisors can pinpoint agent trouble spots, and offer advice on the fly via whispers or text messages. Recording a call on demand also lets supervisors send the call recording in the form of an email with commentary that can be reviewed later.

Speech Analytics – Speech analytics help to quickly mine interaction intelligence from large volumes of recorded calls, for immediate action to address any customer service concerns or trends. Our supervisors can perform precise searches using keywords or phrases to ascertain hints of frustration or even stress.

Coaching and Learning – Last but certainly, not least is the coaching-and-learning platform. Our coaching and learning modules allow supervisors, using the intelligence gathered from the bullet points described above, to build and deliver personalized training programs. We have the data we need to pull it off: voice, audio, call recording snippets, documents, e-support transactions and more.

Putting it all together.

Bringing to life the vision for your organization's service desk platform is no simple task, but determining whether you should build or buy that platform is a major step in the process. Consider the pros and cons, talk to experts in the industry, and think about your business strategy. Do what you need to do to feel secure at every move.



Ready to talk?

That's good.



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