CGS® ..... *Consider this!* .....

ENSURING AGENT SUCCESS

Having agents with the right skills and qualifications isn't enough to guarantee call center success. Agents must also be genuinely happy and motivated in a positive work environment. Enthusiastic, productive agents = satisfied customers. Here are some tips for keeping staff satisfied that will result in improving your call center's performance.

IT'S ALL ABOUT TRAINING

CREATE A HEALTHY ENVIRONMENT

SIMPLIFY SYSTEMS

REAL-TIME ASSISTANCE

Only 35% of agents are satisfied with their jobs.[1] *There is a direct correlation between agent satisfaction and ability to consistently achieve call-handling goals and metrics. One of a call center directors' primary responsibilities is to create and nurture a comfortable and positive work environment while providing the tools, processes and resources necessary for agents to deliver the highest level of quality service.*

...IT'S ALL ABOUT TRAINING

Training should be an ongoing and all-encompassing to include soft skills, hardware, tools as well as product knowledge. Because everyone has a different learning style, multiple training modules should be explored such as demos, web-based, scenario-based and role playing to ensure your agents' success.

60% OF REPEAT CALLS ARE PROCESS OR TRAINING DRIVEN [4]

Illustrating the need for structured and consistent training for agents that directly impacts First Call Resolution and customer satisfaction metrics.

CREATE A HEALTHY WORKING ENVIRONMENT

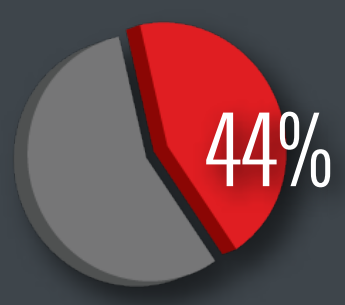
Make sure your employees are comfortable. Take time to survey their work environment and ask yourself: Are desks, chairs, computers, lighting, room temperature, and ambient sounds set up in a way that's conducive to listening to and helping customers? Would you personally want to work in this kind of environment?

AGENT FATIGUE vs PRODUCTIVITY

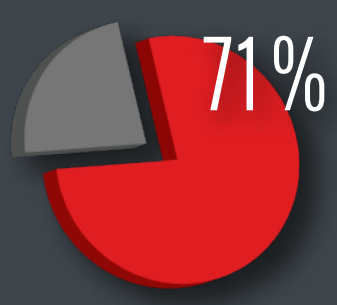
12-month study of 2,130 call center workers [6]

SIMPLIFIED SYSTEMS = HAPPY, PRODUCTIVE AGENTS

Identifying and implementing an all-in-one tool that simplifies and reduces the number of steps to resolve customer issues will increase agent productivity and efficiency. This will help agents deliver faster, more-accurate resolutions to customers. When a call ends with a satisfied customer, agents feel a sense of accomplishment about their work



Agents requiring 3 or more applications to resolve a customer interaction [2]



Agents citing complications / failures and inefficient tools as reasons customer issues cannot be handled [3]

REAL-TIME ASSISTANCE AND COACHING

By providing coaching in real-time, companies are able to quickly address and resolve agent performance issues. Don't use overly intrusive methods or deliver feedback negatively—this makes agents feel undervalued, leading to anxiety and depression and diminishing job satisfaction.

Supervisors spend only 10% of their work day coaching agents. [5] The other 90% is consumed by meetings, responding to emails and handling administrative tasks,

Agents' days are filled with handling calls and other off-phone work, making it difficult to spend time with coaches to improve performance and the customer experience.

CHECKLIST: 5 EASY STEPS TO ENSURE CALL CENTER SUCCESS

Align customer service strategy with your overall company strategy. Make sure agents understand how the work they're doing drives company goals.

Use the right mix of metrics to measure your agents' performance without making them feel micromanaged.

Establish clear job descriptions for all contact center roles. Ensure the hiring process is comprehensive, including a "day in the life" of an agent to help manage expectations.

Understand what inquiries your contact center receives. Explore channels such as IVR or web self-service to deflect simple inquiries.

Invest in your workforce. Spend time with agents to understand what they want from their jobs. Make sure there are clear paths for advancement.

WORDS OF WISDOM

"**Our agents are the heart and core of our customer-centric business.** By creating and nurturing a positive workplace environment that promotes and rewards our agents, we're ensuring that our clients are being provided the highest and most consistent levels of customer service Investing in our agents through training, advanced tools / technology and career progression programs is the key to our ability to successfully satisfy our customers on a daily basis."

Michael D. Mills SVP,
Contact Center Solutions, N. America

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