3 Tips for Unlocking Agent Performance

Small Changes That Can Set Agents Up for Big Success

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Agents – Your Key to Success

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Great customer experience has become a valuable differentiator in today's increasingly competitive markets. The good news? Your contact center agents are one of the fastest ways to unlock this competitive edge. However, if your agents aren't motivated, they won't be able to deliver the high-level performance that customers demand. Making a few small adjustments to curb agent frustrations, equipping them with the tools and knowledge needed, and adding an element of fun, will make for a happier and more positive work space. The result? Better delivery of service which can directly impact your company's brand.

Tip #1
Change the Way You Monitor

It's no surprise that monitoring the performance of your agents is key to properly managing your contact center & ensuring better customer service consistency. However, knowing exactly what you're measuring is the real secret to unlocking success.

Define Clear Guidelines

Though it may seem like a no-brainer, many busy contact centers tend to overlook the importance of the written rule. It's essential to provide your agents with clear, documented guidelines. This should include established forms and a custom scoring system that puts additional weight on more serious issues. Documenting and clearly articulating these guidelines will help mitigate any confusion or resentment amongst your staff.

Re-Focus on Quality

Your agents are tasked with dealing with a wide range of issues, layered with multiple varying personalities and levels of patience. By monitoring call-time speed alone or using a metrics criterion that requires a Yes/No answer, you may be lowering the quality of service your agents are able to provide.

Shifting your strategy to focus on an analytics-driven approach to Quality Assurance can empower agents to build stronger relationships with callers; allowing you to incorporate client feedback and informed advice that can help improve your overall customer satisfaction rate. The right Quality Assurance analytics will help quickly identify critical business issues and provide agents the opportunity to improve customer experience and your bottom line.

With the benefits of rapid deployment, effortless administration and dynamic feature upgrades, local and global enterprises are increasingly adopting cloud contact center solutions.

Tip #2: Train. Train. & Train Again

It's easy for leadership to fall into the pattern of looking for their department's shortcomings. Although important, identifying areas for improvement is only part of the equation. Providing regular training to all your agents, both new and existing, is one of the most powerful and positive ways to improve productivity in your contact center.

Implement an Ongoing Training Schedule

With advances in technology and the expectations of the contact center changing daily, your agents are expected to deliver a higher level of service in a shorter amount of time. Providing the tools they need, as well as giving them access to regular coaching sessions, will ensure your contact center can easily incorporate new developments– meaning you'll always be ready when the market evolves. In fact, organizations that invest in regular training sessions with their agents have reported a 65% first call resolution vs. 58% from those who don't.

Avoiding Agent Burnout

One of the biggest problems for contact centers is the high turnover rate. Curb frustrations by ensuring your frontline staff feel supported and empowered to handle the changing landscape of customer service.

Providing your agents, both new and existing, with ongoing education will keep them on top of current best practices, while training tools (such as real-time speech analytics) can deliver prompts for those who are less experienced.

Remember, rushing new learnings and not fully understanding something can easily lead to a customer service disaster! So, check-in with your staff on a regular basis to make sure they are comfortable with any new tools or information and clearly understand how to utilize them effectively.

Turn Training Into a Game

Employees who are required to sit through long, overly informative training sessions often retain very little of what was taught. Incorporating interactive games into the training process will not only make it more fun, but lead to better results for information retention. By making all elements of the work environment engaging, you'll have more satisfied agents and ultimately more satisfied clients.

Unlocking Stronger Agent Performance in the Cloud

The only full-featured, powerful, flexible, and customizable Cloud Contact Center platform built right into your Service Provider network.

You get the human capital you need to ensure your agents are empowered to deliver optimal customer service.

At NO ADDED COST, we'll help:

» Recommend better contact center metrics to gain actionable business intelligence for Senior Management.

» Provide continuous training to ensure the most effective use of our simple yet powerful analytics and reporting tools.

» Offer ongoing staff training leveraging industry best practices to improve the collection and aggregation of optimal contact center metrics for your goals.

» Provide you with continued premium support via a dedicated technical team.

Tip #3
Have Fun. No, Really!

Adding some friendly workplace competition, otherwise known as gamification, could be the solution you need to prevent agent turnover and boost productivity. In fact, gamification is gaining in popularity as a strategy to help many organizations better engage and satisfy their employees.

Keep Competition Friendly & Worth It

Gamification can add a layer of competition to the contact center, but make sure to keep it friendly and worthwhile. Creating a leader board with a wide variety of metrics like average call times, customer ratings, upsells, etc., will ensure that all your agents feel they can get involved. While the leader board itself will act as a motivator (everyone loves seeing their name rise to the top), offering a range of tangible prizes from gift cards to added vacation time, can ensure "winning" appeals to everyone on your diverse team.

"Personalize" Gamification

Remember; not everyone is comfortable with competing against their co-workers. Incorporating a gaming system that rewards and celebrates agents when they've hit personal milestones will ensure all your staff can engage in the way that best motivates them. You may even want to consider developing "team challenges" as another way to get staff working together more effectively.

For more on how Metaswitch can help you improve customer experience or to schedule a demo, visit our website.