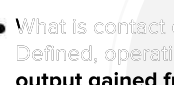


10 Tips to Boost Contact Center Operational Efficiency



What is contact center operational efficiency?

Defined, operational efficiency is the ratio of output gained from your business (profit, revenue, cash) as input (operating costs, people, and time/effort). The more efficient your business, the more profitable you are.

10 Contact Center Operational Efficiency Tips

1. Develop a Strategic Contact Center QA Framework

To be able to step back and look at the big picture, there are **eight questions you need to answer**:

1. Who defines quality (customers, regulators, leadership, etc.)?
2. For which outcomes (performance, compliance, improvement, innovation)?
3. From what inputs (surveys, evaluations, analytics, self-scoring)?
4. What drives quality (processes, systems, needs, self-managed)?
5. Who gets involved (leadership, QA team, analysts, agents)?
6. Why get involved (recognition, reward, career benefits)?
7. How is quality improved (performance management, coaching, training)?
8. What is a success (metrics, behaviors, feedback, NPS)?

2. Focus on Your Net Promoter Score (NPS)

How do you implement and improve NPS?

1. Measure QA as part of your daily operation to streamline and adjust your processes as needed.
2. Listen to customer calls and evaluate each interaction for what works and what doesn't for the optimal outcome.
3. Engage with your customers and ask for feedback, whether they are Promoters, Detractors, or Passives
4. Identify poor-performing agents and provide regular training, coaching, and advising.
5. Deliver consistent service by setting attainable benchmarks that are measurable and easily translatable, and shareable.
6. Remove silos in the call center that require customers to move from one department to another to gain their assistance.
7. Implement your strategic quality assurance framework, which we discussed above.

3. Omnichannel Efficiency Tips

Follow these omnichannel best practices to get started:

- ✔ Implement contact center technology to facilitate customer engagement in real-time. CRM software is essential to break down typical department, channel, and system silos.
- ✔ Empower agents to be authentic and relevant across channels by training them in soft skills such as tone of voice, empathy, and willingness to listen.
- ✔ Personalize the customer experience via channel by using customer data to keep track of customer history and provide consistent interactions.
- ✔ Implement planning and routing strategies to dynamically match customers from any touchpoint, over any channel, to the right agent to help.
- ✔ Perform regular QA across channels using a quality scoring system to measure all aspects of the customer experience.

4. Optimizing Call Center Agent Workflows

Agents spend 14% of their time looking for information to help customers. Agents also face roadblocks and struggle when it comes to:

- The ability to collaborate (39%)
- Outdated technology and infrastructure (26%)
- Lack of budget to update technology and processes (25%)
- Turnover of high-performing agents (25%)
- Lack of real-time access to relevant data (25%)

There are several ways you can optimize your call center workflow:

- ✔ Develop an organizational chart that will help you determine who is responsible for what, what tools are available, and how customer service inquiries are assigned.
- ✔ Prioritize support by deciding how you'll answer support tickets—either on a first-come, first-serve basis or based on channel, task, and customer.
- ✔ Categorize inquiries by segmenting your customer service requests by type and category: marketing, development, sales, IT, etc.
- ✔ Enable self-service by providing your customers with answers to their most common questions via a knowledge database.
- ✔ Analyze data by setting KPIs that you'll use to track productivity and agent performance.
- ✔ Test different approaches to call center workflow, constantly asking for feedback from agents, customers, and management to improve efficiency.

5. Develop an Effective Contact Center Management Team

There are several skills and habits that all call center managers need:

- Customer Service: They are the first and last line of defense for satisfaction.
- Empowerment: Leaders who empower their employees are engaged in driving success.
- Employee Monitoring and Training: Managers must be able to track employee performance, identify issues, and develop training to solve performance issues.
- Communication: Leaders must be able to inspire, motivate, and persuade.
- Problem-Solving: A manager's role is to proactively reduce conflict and solve problems.
- Integrity: Managers must demonstrate ethical behavior, including honesty, integrity, and morality.
- Emotional Intelligence: Leaders must create a positive culture and improve the customer experience through empathy and likability.
- Data-Based Decisions: They must be able to establish goals and objectives based on KPIs designed for making better decisions.
- Technologically Advanced: They keep up-to-date with the latest call center technology to implement new resources.

6. Implement Call Center Agent Feedback Loops

The key is to create a call center quality feedback loop that works by creatively using scorecards.

1.

Use scorecards that don't only focus on customer success.

2.

Reward employees and drive them to work harder with positive feedback.

3.

Promote productivity and improved employee performance with gamification of agent feedback.

4.

Ask questions of your agents, including how they're doing day-in and day-out.

7. Call Center Agent Training and Learning Tips

Using an LMS for your call center agent training will positively impact your call quality outcomes and operational efficiency by:

- ✔ Providing efficient and effective employee onboarding, both formal and informal
- ✔ Tracking and scoring QA metrics to see how well your training improves performance.
- ✔ Improving employee retention through internal development opportunities.
- ✔ Developing learning content to address performance and efficiency gaps.
- ✔ Nurturing learning through one-on-one engagement and compelling coursework.
- ✔ Measuring call center improvement with reports.
- ✔ Incentivizing and rewarding agent improvements through gamification.

8. Craft a Good Script

How do you craft an effective call center script? Follow these 15 best practices:

1. Hire suitable call center agents that know when to use a script.
2. Get to the point quickly and efficiently.
3. Train agents on how best to use the script.
4. Make adjustments to your script until it sounds natural when read aloud.
5. Focus on sounding authentic and conversational.
6. Make your scripts personal.
7. Drop the false empathy.
8. Turn your scripts into knowledge resources
9. Keep things simple
10. Don't forget the basics: customer greetings, words to avoid, etc.
11. Write multiple scenarios and paths into the script.
12. Go beyond apologies and make the situation right.
13. Allow for growth and development in your script and agents.
14. Review the scripts of your competitors.
15. Track the success of your call center scripts for customer satisfaction.

9. Improve Average Handle Time and Other Key Metrics

Many KPIs are available on everything from productivity to sales, customer satisfaction, and quality. We recommend breaking it down into three sections:



Business Critical Metrics



Critical Customer Metrics



Process Critical Metrics

10. Remote Call Center Efficiency Tips

To overcome the struggles of remote contact centers:

Build trust with your remote agents by communicating regularly, empowering your agents to do their work, engaging regularly, and providing consistent feedback.

1.

Create a learning and development strategy and content focused on improving productivity in a remote workplace.

2.

Hold one-on-one video calls using Skype, Zoom, or Google Hangouts to create a more personal connection.

3.

Institute remote call center tools to promote efficiency, including remote collaboration tools (Slack, Google Drive), productivity tracking (Status Hero, Toggl), and quality assurance monitoring (Scorebuddy).

4.