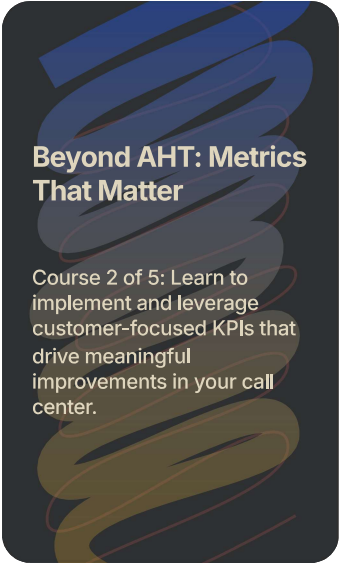


Beyond AHT: Metrics That Matter



CARD TYPE
Title card
TITLE
Beyond AHT: Metrics That Matter
DESCRIPTION
Course 2 of 5: Learn to implement and leverage customer-focused KPIs that drive meaningful improvements in your call center.



CARD TYPE

Video

SCRIPT


Welcome back, call center leaders. In our last session, we challenged the AHT-centric mindset. Now, let's talk about what really matters. I'm going to share the exact metrics we use to measure true customer satisfaction and agent effectiveness. These aren't just numbers – they're insights that will transform how you manage your team and serve your customers. Ready to dive in?

CLOSED CAPTIONS

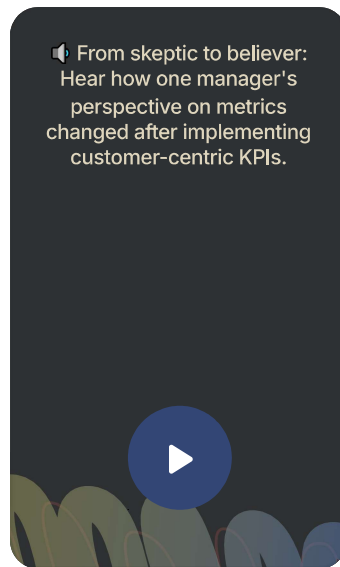
Welcome back, call center leaders. In our last session, we challenged the AHT-centric mindset. Now, let's talk about what really matters. I'm going to share the exact metrics we use to measure true customer satisfaction and agent effectiveness. These aren't just numbers – they're insights that will transform how you manage your team and serve your customers. Ready to dive in?

Key Customer-Centric Metrics

- First Call Resolution (FCR)
- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer Effort Score (CES)
- Quality Assurance (QA) scores



CARD TYPE
Basic card
TITLE
Key Customer-Centric Metrics
DESCRIPTION
<ul style="list-style-type: none">• First Call Resolution (FCR)• Customer Satisfaction Score (CSAT)• Net Promoter Score (NPS)• Customer Effort Score (CES)• Quality Assurance (QA) scores



CARD TYPE

Audio

TITLE

From skeptic to believer: Hear how one manager's perspective on metrics changed after implementing customer-centric KPIs.

SCRIPT

I was skeptical about moving away from AHT. How would we manage efficiency? But within a month of focusing on FCR and CSAT, something amazing happened. Overall call volume dropped 15%. Turns out, when you solve problems right the first time, customers don't need to call back. Our team was less stressed, and customer compliments started rolling in.

CLOSED CAPTIONS

I was skeptical about moving away from AHT. How would we manage efficiency? But within a month of focusing on FCR and CSAT, something amazing happened. Overall call volume dropped 15%. Turns out, when you solve problems right the first time, customers don't need to call back. Our team was less stressed, and customer compliments started rolling in.

Which metric is most directly tied to reducing repeat calls and improving overall efficiency?

☐ Average Handle Time (AHT)

☐ First Call Resolution (FCR)

☐ Net Promoter Score (NPS)

CARD TYPE

Quiz

TITLE

Which metric is most directly tied to reducing repeat calls and improving overall efficiency?

OPTION 1

Average Handle Time (AHT)

OPTION 2 (CORRECT ANSWER)

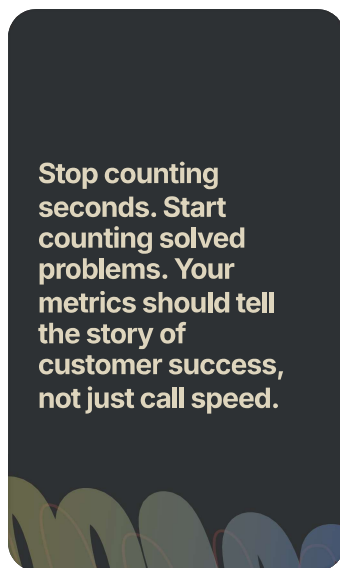
First Call Resolution (FCR)

OPTION 3

Net Promoter Score (NPS)

COMMENT

FCR directly measures problem resolution, leading to fewer callbacks and improved overall efficiency.





CARD TYPE

Basic card

TITLE

Stop counting seconds. Start counting solved problems. Your metrics should tell the story of customer success, not just call speed.



Why is this approach effective for managing change?

☐ It forces compliance through competition

☐ It demonstrates benefits through direct experience

☐ It eliminates the need for performance metrics

CARD TYPE

Role-play

AVATAR SCRIPT 1

I'm on board with customer-centric metrics, but my team is resistant. They're worried their performance will look worse if calls take longer. How do I get them to embrace this change?

AVATAR SCRIPT 2

Great question. Start by involving them in the process. Share success stories from other centers. Then, run a pilot where half the team focuses on FCR for a month. Compare customer feedback and overall efficiency. Let them see the positive impact firsthand.

TITLE

Why is this approach effective for managing change?

OPTION 1

It forces compliance through competition

OPTION 2 (CORRECT ANSWER)

It demonstrates benefits through direct experience

OPTION 3

It eliminates the need for performance metrics

COMMENT

Allowing team members to experience the benefits firsthand builds genuine buy-in and understanding.

Implementing New Metrics: Best Practices

1. Clearly communicate the 'why' behind changes
2. Provide thorough training on new metrics
3. Adjust QA and coaching processes to align
4. Celebrate early wins and share success stories
5. Regularly review and adjust based on outcomes

CARD TYPE
Basic card
TITLE
Implementing New Metrics: Best Practices
DESCRIPTION
1. Clearly communicate the 'why' behind changes
2. Provide thorough training on new metrics
3. Adjust QA and coaching processes to align
4. Celebrate early wins and share success stories
5. Regularly review and adjust based on outcomes

Which customer-centric metric do you think will be most challenging to implement in your call center?

☐ First Call Resolution (FCR)

☐ Customer Effort Score (CES)

☐ Quality Assurance (QA) aligned with customer satisfaction

CARD TYPE

Poll

TITLE

Which customer-centric metric do you think will be most challenging to implement in your call center?

OPTION 1

First Call Resolution (FCR)

OPTION 2

Customer Effort Score (CES)


OPTION 3

Quality Assurance (QA) aligned with customer satisfaction

Describe one specific way you plan to start shifting your team's focus from AHT to a more customer-centric metric this week. What challenges do you anticipate?

Type your response here

> Send

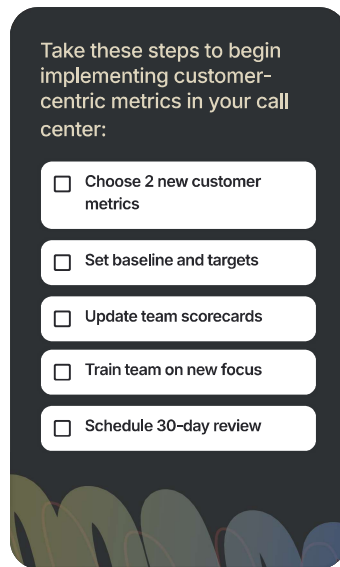


CARD TYPE

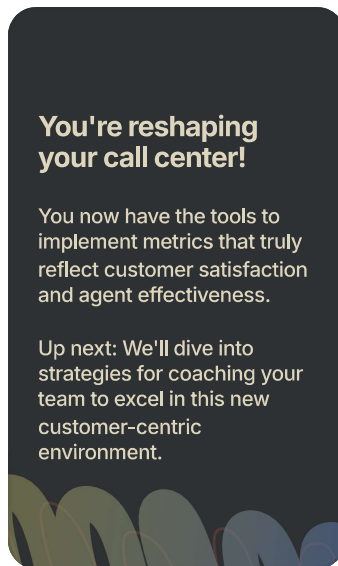
Form

TITLE

Describe one specific way you plan to start shifting your team's focus from AHT to a more customer-centric metric this week. What challenges do you anticipate?



CARD TYPE
Checklist
TITLE
Take these steps to begin implementing customer-centric metrics in your call center:
OPTION 1
Choose 2 new customer metrics
OPTION 2
Set baseline and targets
OPTION 3
Update team scorecards
OPTION 4
Train team on new focus
OPTION 5
Schedule 30-day review
COMMENT
Great start! You're on your way to a more customer-focused call center. Keep the momentum going! 👍



CARD TYPE

Basic card

TITLE

You're reshaping your call center!

DESCRIPTION

You now have the tools to implement metrics that truly reflect customer satisfaction and agent effectiveness.

Up next: We'll dive into strategies for coaching your team to excel in this new customer-centric environment.