

Coaching Champions of Customer
Experience



CARD TYPE
Title card
TITLE
Coaching Champions of Customer Experience
DESCRIPTION
Course 3 of 5: Master the art of developing agents who prioritize customer satisfaction over mere metrics.



CARD TYPE

Video

SCRIPT


Welcome back, call center leaders. You've learned about customer-centric metrics, but numbers alone don't create change – people do. Today, we're focusing on how to coach your team to truly put customers first. I'll share the exact techniques that transformed our agents from clock-watchers to customer champions. Get ready to revolutionize your coaching approach.

CLOSED CAPTIONS

Welcome back, call center leaders. You've learned about customer-centric metrics, but numbers alone don't create change – people do. Today, we're focusing on how to coach your team to truly put customers first. I'll share the exact techniques that transformed our agents from clock-watchers to customer champions. Get ready to revolutionize your coaching approach.

Key Coaching Shifts

- From speed to problem-solving
- From script adherence to effective communication
- From call avoidance to building customer relationships
- From metric focus to customer impact focus



CARD TYPE
Basic card
TITLE
Key Coaching Shifts
DESCRIPTION
<ul style="list-style-type: none">• From speed to problem-solving• From script adherence to effective communication• From call avoidance to building customer relationships• From metric focus to customer impact focus

An agent consistently resolves issues but has a higher AHT. In a coaching session, you should focus on:

☐ Techniques to reduce their call time without compromising quality

☐ How their approach positively impacts customer satisfaction and FCR

☐ Setting a goal to bring their AHT in line with team average

CARD TYPE

Quiz

TITLE

An agent consistently resolves issues but has a higher AHT. In a coaching session, you should focus on:

OPTION 1

Techniques to reduce their call time without compromising quality

OPTION 2 (CORRECT ANSWER)

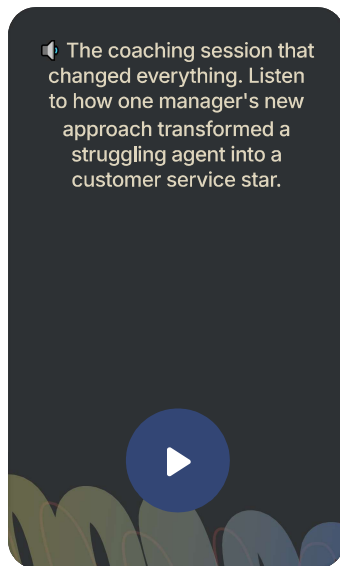
How their approach positively impacts customer satisfaction and FCR

OPTION 3

Setting a goal to bring their AHT in line with team average

COMMENT

Reinforcing the positive customer impact encourages the agent to maintain their effective problem-solving approach.



CARD TYPE

Audio

TITLE

The coaching session that changed everything. Listen to how one manager's new approach transformed a struggling agent into a customer service star.

SCRIPT

I used to start every coaching session with 'Let's look at your numbers.' But with Sarah, our lowest performer, I tried something new. I asked, 'Tell me about a call where you really helped a customer.' Her face lit up. She described solving a complex billing issue. That conversation revealed her strengths and motivated her in a way no metric ever had. Within a month, her customer satisfaction scores led the team.

CLOSED CAPTIONS

I used to start every coaching session with 'Let's look at your numbers.' But with Sarah, our lowest performer, I tried something new. I asked, 'Tell me about a call where you really helped a customer.' Her face lit up. She described solving a complex billing issue. That conversation revealed her strengths and motivated her in a way no metric ever had. Within a month, her customer satisfaction scores led the team.

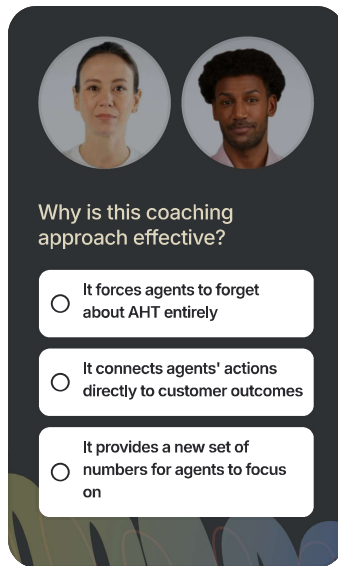


CARD TYPE

Basic card

TITLE

Stop coaching to numbers. Start coaching to impact. When agents understand their value to customers, metrics improve naturally.



CARD TYPE

Role-play

AVATAR SCRIPT 1

I've started focusing on customer-centric metrics in coaching, but some agents are struggling to adapt. They keep asking about their AHT. How do I help them fully embrace this new approach?

AVATAR SCRIPT 2

Great question. Try this: In your next session, ask them to share a call they're proud of. Analyze it together, focusing on the customer's journey. Help them see how their actions impacted the customer's experience. Then, connect those actions to our new metrics. It makes the shift tangible.

TITLE

Why is this coaching approach effective?

OPTION 1

It forces agents to forget about AHT entirely

OPTION 2 (CORRECT ANSWER)

It connects agents' actions directly to customer outcomes

OPTION 3


It provides a new set of numbers for agents to focus on

COMMENT

Helping agents see the direct impact of their actions on customers builds intrinsic motivation to provide great service.


Effective Customer-Centric Coaching Techniques

1. Use real call examples in sessions
2. Focus on customer journey mapping
3. Celebrate problem-solving wins
4. Practice empathy-building exercises
5. Connect individual actions to team goals



CARD TYPE
Basic card
TITLE
Effective Customer-Centric Coaching Techniques
DESCRIPTION
1. Use real call examples in sessions
2. Focus on customer journey mapping
3. Celebrate problem-solving wins
4. Practice empathy-building exercises
5. Connect individual actions to team goals

Record a 3-minute roleplay:
You're coaching an agent
who solved a complex issue
but took longer than average.
How do you reinforce their
customer-first approach?



Upload an audio

CARD TYPE

Submit media

DESCRIPTION

Record a 3-minute roleplay: You're coaching an agent who solved a complex issue but took longer than average. How do you reinforce their customer-first approach?

REQUESTED FILE TYPE


Audio

What's the biggest challenge you face in shifting your coaching approach to be more customer-centric?

☐ Overcoming agents' focus on traditional metrics like AHT

☐ Finding time for more in-depth coaching sessions

☐ Lacking concrete examples of excellent customer-centric calls



CARD TYPE

Poll

TITLE

What's the biggest challenge you face in shifting your coaching approach to be more customer-centric?

OPTION 1

Overcoming agents' focus on traditional metrics like AHT

OPTION 2

Finding time for more in-depth coaching sessions

OPTION 3

Lacking concrete examples of excellent customer-centric calls

Describe a recent coaching win where you successfully shifted an agent's focus from metrics to customer impact. What made it effective?

Type your response here

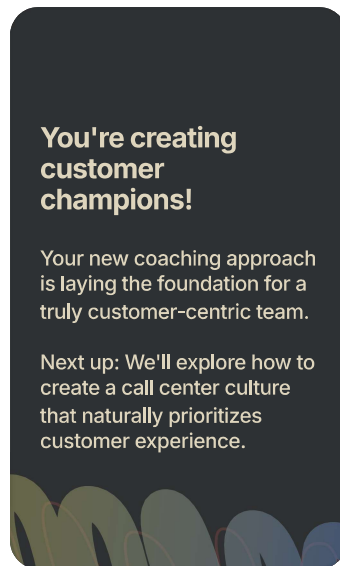
> Send

CARD TYPE

Form

TITLE

Describe a recent coaching win where you successfully shifted an agent's focus from metrics to customer impact. What made it effective?



CARD TYPE

Basic card

TITLE

You're creating customer champions!

DESCRIPTION

Your new coaching approach is laying the foundation for a truly customer-centric team.

Next up: We'll explore how to create a call center culture that naturally prioritizes customer experience.