

The background of the slide is a blurred financial candlestick chart. It features a grid of horizontal and vertical lines. A solid blue line curves downwards from the top left towards the center. A dashed red line curves upwards from the bottom left towards the right. The chart contains numerous candlesticks, some colored blue and others orange/yellow, representing price movements over time.

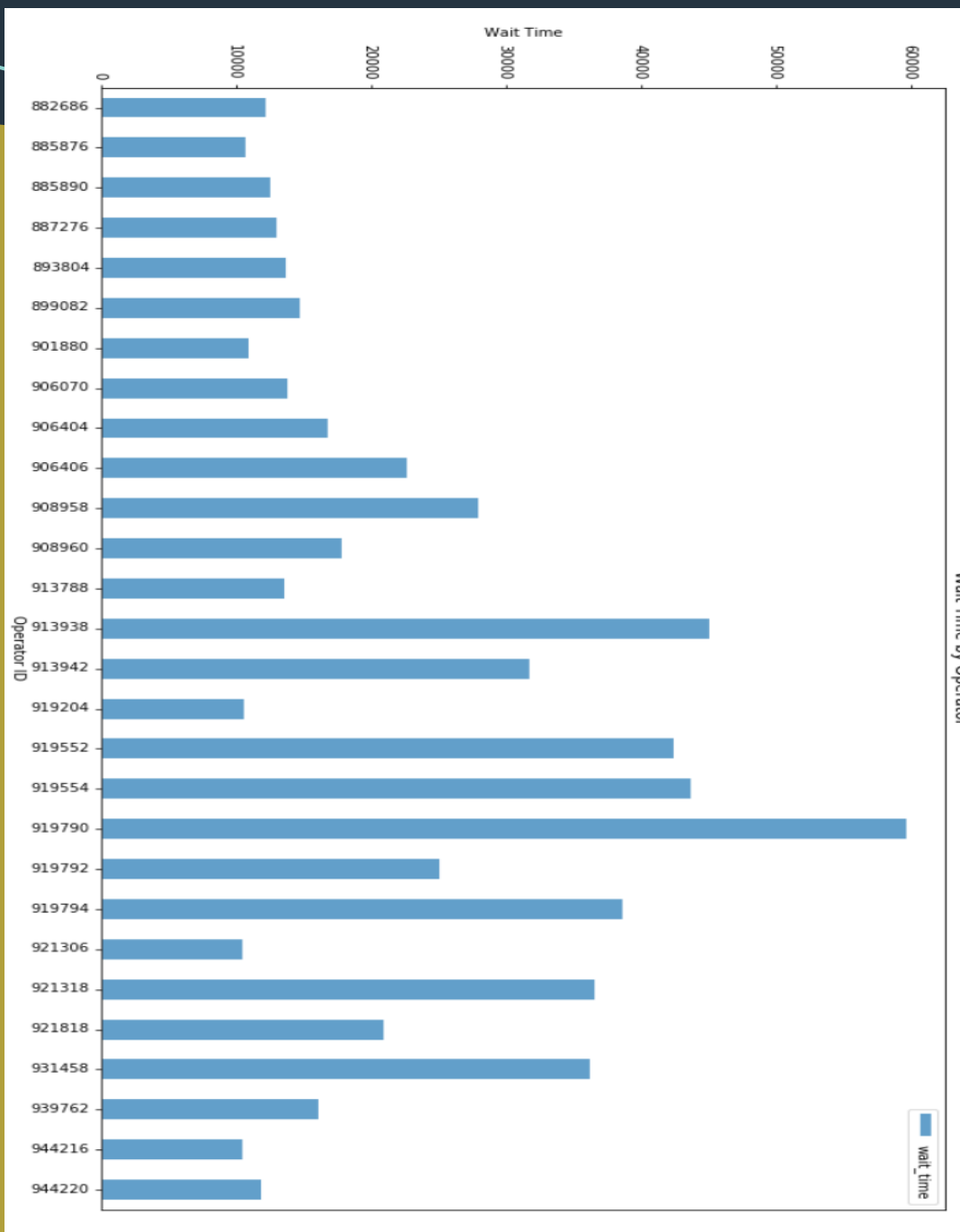
CallMeMaybe

**Identifying Ineffective
Operators**

2020-09-19

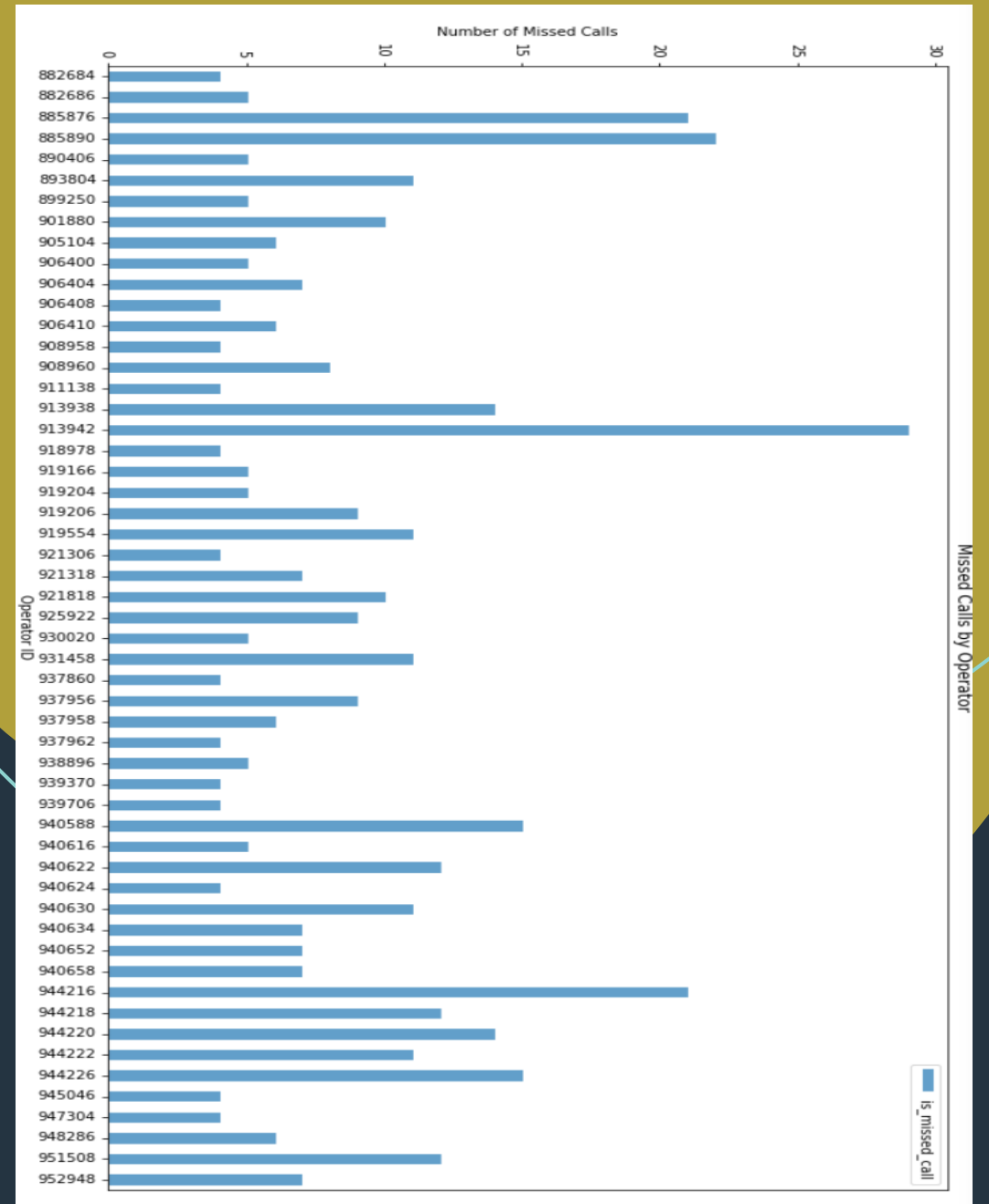
Call Center KPI

- **Time to Answer:** How long does it take for an agent to answer an incoming call?
- **Abandon Rate:** What percentage of the calls are lost before they can be answered?
- **Call Handling Time:** How long does it take the agent to complete the call?
- **First Call Resolution:** What percentage of calls can be resolved in a single call?
- **Transfer Rate:** What percentage of calls have to be transferred to someone else to complete?
- **Idle Time:** How much time does an agent spend after the completion of a call to finish the business from that call?
- **Hold Time:** How much time does the agent keep the caller on hold during the call?



Operators with
too much
Wait Time

Operators with too many Missed Calls



Essentials of a Customer-Centric Call Center

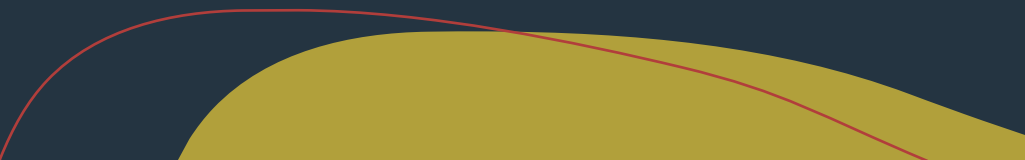
- **Visible, customer-focused leadership**
 - Formulate a clear vision of what customer-centricity entails for your call center and convey this to your agents.
- **Understand your customer**
 - Acquire in-depth information about each customer (e.g., socioeconomic status, location of residence, household details, etc.) as this will enrich your understanding of your customer base.
- **Design the experience**
 - In order to be a top-notch customer-centric call center, every interaction, from the first to the last, should be perfect. What is perfection in the eyes of your customers? Minimize customer effort and maximize customer value.

Empower the Frontline

- Educate the frontline call center agents on branding, culture, values so they deliver service that is consistent with these values
- Make agents an integral member of the organization so they are proud to provide amazing service
- Cultivate innovation by encouraging autonomy and creative problem-solving



Top 10 Best Call Center Software

- 1.HubSpot Help Desk Software
 - 2.Bitrix24
 - 3.TalkDesk
 - 4.Five9
 - 5.Ring Central
 - 6.CloudTalk
 - 7.Nextiva
 - 8.Dixa
 - 9Zendesk
 - 10.LiveAgent
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Recommendations for Identifying Ineffective Operators

- There are many software solutions that include training, monitoring and real-time dashboards.
- Data Analysis of the raw data identified the metrics and the operators that are ineffective.
- Dashboards can be created by the Data Analyst for real-time status of each operator and the entire call-center.

Resources

- **Call Center Key Performance Indicators (KPI)**
 - <https://www.thebalancecareers.com/call-center-kpi-2275992>
- **Global Contact Center Surveys by DeLoitte and Cisco**
 - <https://www2.deloitte.com/us/en/pages/operations/articles/global-contact-center-survey.html>
 - <https://www.cisco.com/c/en/us/products/contact-center/contact-center-survey-2020.html>
- **Call Center Software with Operator Metrics Tracking by Talk Desk**
 - <https://www.talkdesk.com/blog/6-contact-center-features-effortless-customer-experience/>
- **List of Top 10 Best Call Center Software**
 - <https://blog.hubspot.com/service/call-center-software>

Cisco Contact Center Survey Results

Key findings from the survey

The Cisco Contact Center Survey was conducted online by market research firm Dynata. The survey included 700 contact center decision makers from seven countries, across more than 10 industries.



62% plan to implement a cloud contact center within the next 18 months



Over 80% consider bots and AI robotic automation to be an important function of the contact center



93% agree that technology is very important in creating a better customer experience



70% view security policy management/enforcement and customer data privacy as their two top challenges

Deloitte Contact Center Survey Results

- One of the big findings of the recent Deloitte survey was that customer experience is going to be defined by making customer interactions “effortless.”