WHY CONTACT CENTER COACHING DOES BAD
does it? Here’s how to fix it!

But the quality of a customer contact is the most important metric in just
9% of contact centers.

HERE’S HOW THE 82% ARE MEASURING QUALITY:

CONTACT CENTER LEADERS BELIEVE THAT THE BEST MEASURE OF AGENT PRODUCTIVITY IS:

82% of contact centers measure quality of interactions.

WHY CONTACT CENTER COACHING GOES BAD (AND HOW TO KEEP IT FRESH)

82%
of contact centers measure quality of interactions….

Here’s how the 82% are measuring quality:

FIND YOUR CONTACT CENTER COACHING GOES BAD (AND HOW TO KEEP IT FRESH)

Get your free copy now and key ingredients? Ditch the preservatives and fillers. Throw out the ineffective practices. Follow these directions to make the most of your contact center quality program:

**Step 1: Align Quality Monitoring with Key Business Objectives**
• Connect the dots between your KPIs and the agent behaviors that lead to your desired business outcomes.
• Update your criteria when you update your key objectives. Don’t expect an old form to deliver new results.
• Leverage QM to conduct a competitive analysis of others in your market.

**Step 2: Incorporate the Voice of the Customer (VoC) Results into Coaching**
• Conduct coaching evaluations on contacts that have customer satisfaction survey results or VoC verbatim and integrate them into your coaching dialogue.
• Have agents self-evaluate their performance during a contact and gauge how they think the customer felt at the end of the interaction. Then reveal the actual CSAT survey results or VoC comments to the agent.
• Correlate CSAT results with QM findings to determine the behaviors that contribute to or detract from a positive customer experience.

**Step 3: Correlate Monitoring to Other Key Results**
• Consider the impact on:
  - Social sentiment
  - Employee satisfaction
  - Customer satisfaction

**Step 4: Involve Agents in the Process**
• Remember: Those closest to the work understand it best.
• Bonus: agent involvement increases job ownership and engagement, and pays off handsomely in job satisfaction.

**Step 5: Use On-screen Guidance As Needed**
• Evaluate ways to prompt agents for:
  - Policy Reminders
  - Up-Selling Notifications
  - Multi-Screen Process Steps (Low res - FPO)

**Step 6: Correlate Monitoring to Other Key Results**

**Consider the impact on:**
• Social sentiment
• Employee satisfaction
• Customer satisfaction

**Use 1-2-3 SURE-GUIDE AS NEEDED**
• Evaluate ways to prompt agents for:
  - Policy Reminders
  - Up-Selling Notifications
  - Multi-Screen Process Steps

**Remember:**
• Bonus: agent involvement increases job ownership and engagement, and pays off handsomely in job satisfaction.

**IS YOUR Coaching PROGRAM PAST ITS EXPIRATION DATE?**

**82% of contact centers conduct coaching based on the outcomes of their quality metrics**

**51%** of contact centers conduct coaching based on the outcomes of their quality metrics...