

# Where to Contact Centers Go From Here?

## Tim Montgomery - June 17<sup>th</sup>, 2020



# Northern California Contact Center Association

- The NCCCA has been hosting contact center focused educational and networking events in around the Sacramento area since 2007
- We generally host three in-person events each year in the Spring, Summer, and Fall
- Membership, and event attendance, is free and open to all contact center professionals
- Our members are from throughout the Sacramento, Central Valley, and Bay Area regions and represent organizations of of all sizes and industries; public sector organizations represent half of our membership

[norcalcontactcenters.org](http://norcalcontactcenters.org)



NORTHERN CALIFORNIA  
**CONTACT CENTER**  
ASSOCIATION

## Greater Toronto Area Contact Centre Association

- Mission: To create a common place for great people and great brands to come together with a shared goal of improving customer and employee experiences.
- Largest Contact Centre Association in Canada
- 100% volunteer run Think Tank and networking group.
- Philosophy of sharing leading edge practices with a big focus on giving back to our communities

[www.gtacc.ca](http://www.gtacc.ca)



***Connect, Learn and Grow***



## MIDWEST CONTACT CENTER ASSOCIATION

**\*Minneapolis**

**\*Chicago**

6-8 Events Per Year

Volunteer Led

Practitioner Centric

Teaching Best Practices

*Educate – Collaborate – Network*



# Association of Customer Contact Professionals

- Regional association based in the Kansas City metro area and serving surrounding counties for over 20 years
- Our mission is to promote learning and networking among customer contact professionals in the region
- Membership includes organizations of all sizes, from a variety of industries, including manufacturing, healthcare, financial, BPOs, staffing agencies and technology providers



Acknowledging our Corporate Members:

Alliance Data	Capitol Federal Savings	Federal Reserve
Full Potential Solutions	Home Credit	MDL Technology
Results, Inc.	SKC Communication Products LLC	Unity
WW (Weight Watchers)		Zurich



# PTMA

## PROFESSIONAL TELESERVICE MANAGEMENT ASSOCIATION

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- Was formed in 1992
- Our Mission : to foster the success of South Texas Contact Centers, promoting the development of people, operations and customer experience through networking and education.
- Member Companies – Aeroteck, CPS Energy, Kohl's, SSFCU, Tri-Star Personnel, Burnett Staffing, L K Jordan, Harland Clarke , Generation FCU, Credit Human, HEB and KCI are just a few of our member's.



- ACCA was formed in 1995 in partnership with Greater Austin Chamber of Commerce
- 100% Volunteer Led 501(c)6 not for profit organization
- Produces 6-8 in-person events each year and holds an annual full Symposium event each September
- Practitioner focused leveraging best practices from members and our industry partner community
- Our Mission: Unite. Learn. Engage
- Membership includes over 125 organizations throughout Central Texas

## NorthEast Contact Center Forum

- Mission: Committed to addressing the day to day management concerns and strategic planning needs of contact center professionals
- Largest Contact Center Association in New England
- 100% volunteer Board of Directors from some of the leading brands in New England.
- Serving our community for 19 years

<https://neccf.org/>



# A few of the companies Tim has worked with



# Are you better than McDonalds?





# We had to just make it work...



# Admiring Is a Thing of the Past



# FAIL FAST and Learn

“There just might be a different way to do this”



# Leaders Need a Shared Understanding of Disciplines and Functions

Q6. Omni Channel (Email, Chat, Voice) Skills-based routing (SBR)		
Maturity Level	Answer Choices	Result
1	No SBR in place although opportunity for it exists, or it is in place but hopelessly complex and impossible to understand	22%
2	SBR utilized and seems to be working in some instances, but review of data shows that many situations exist where callers are waiting and a resource is available	27%
3	SBR working and is effectively improving occupancy rates across some or all lines of business, data is not followed closely and call distribution is not ideal.	38%
4	Recognition of value of SBR vs. risks and costs associated with training, AHT. Level of SBR consistent with skill profiles and content management capabilities. Occupancy rates and other data checked to ensure value is being derived from SBR.	13%

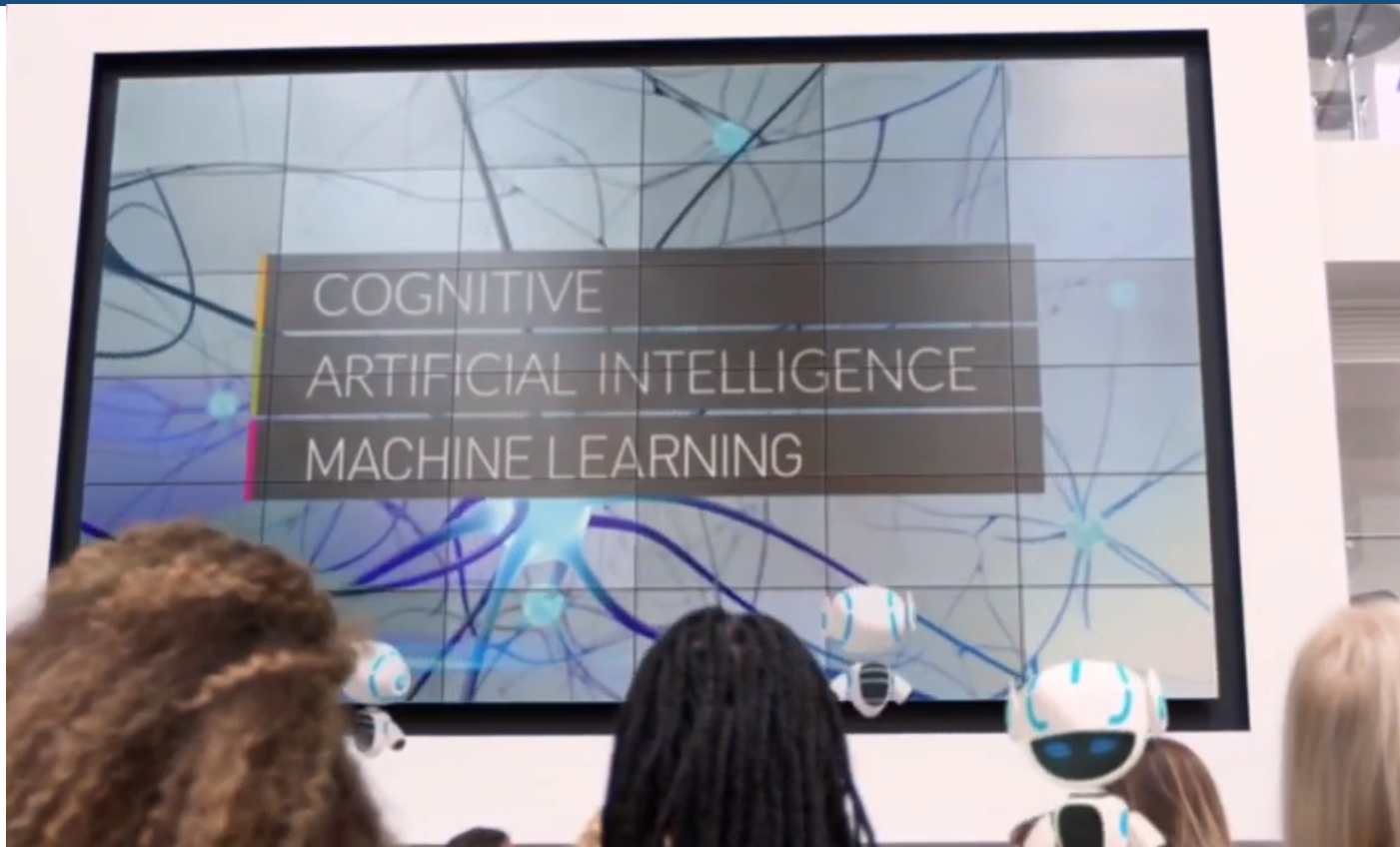


## Leaders Need a Shared Understanding of Disciplines and Functions

Q9. Supervisory training		
Maturity Level	Answer Choices	Result
1	No training offered, promotions given out based on performance as a rep	11%
2	Occasional classes offered as they come up, no plan in place for regular training and support	60%
3	More comprehensive set of classes available and plan developed for each supervisory team member based on individual needs	16%
4	Well defined set of supervisory course work and time for new team members to complete it, mentors provided and progress closely tracked	13%



# Create an Inside-out Digital Strategy for Seamless Handoffs and Agent Support





# Streamline Hiring and Training with Cloud-Based Solutions



# Work-from- Anywhere



WORK FROM ANYWHERE



# The Way Forward: Leverage the Cloud



Challenge Everything – Nothing is conventional

# Quality Assurance

- For Them Vs. To Them
- Total Process – Why
- Creates Employee SAT
- Customer Vs. Internal



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# Metrics

- Simple – Why?
- Forward Looking
- No Contact Resolution
- Impact On Culture
- Who Cares



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# Workload Routing

- Everything Pushed Vs. Pulled
- Start/Stop/Start/Stop Is Okay
- SBR For All Channels
- Omni 4 Wall Challenge





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# Training

- Fast
- One Size Doesn't Fit All
- Omni-channel Driven
- From The Customer Perspective



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# CSAT

- Focused On Defects
- Connected To Front Line
- Proactive Based On The Known
- Trending Is Looking Back



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# Shining Objects

- Understand The Definition
- Don't Allow It To Cause Complacency
- Look Down At What They Have
- Trying Vs. Observing



Challenge Everything – Nothing is conventional

# Culture

- Considered In ALL Decisions
- Why Do Employees Stay
- Pride Vs. Transactions
- Behaviors Vs. Numbers



# Roadmap Questions

- Are you providing service “Anytime with Any channel?”
- Can you see all service touchpoints real-time? (inside and outside the call center)
- Do agents and customers have the ability to pivot across channels?
- Can you make IVR and Routing Changes in 15 minutes?
- Does your current organizational structure allow for a seamless Omni-Channel migration?
- Is your quality program primarily focused on employee retention?
- Can your current Knowledge Management system be quickly connected to automated bots



# Roadmap Questions

- Is your call center strategy focused on a “Digital First” customer experience?
- Can you measure the impact of employee engagement to customer experience?
- Do all customer support areas understand their role and impacts to the creation of the omni-channel roadmap?
- What is the company and call center’s definition of AI and impacts to the roadmap?
- Is your WFM program primarily focused on employee flexibility and engagement?
- Does “reacting in advance” drive daily proactive decisions?





# Closing Thoughts

- Attendees will receive answers to all questions that we were not able to address during the session
- Attendees will receive a link to a recorded version of the session
- A recorded version will be made available on each association's web site
- Attendees will receive a link to sign-up for a free one-year subscription to Contact Center Pipeline Magazine



Thank You!

