

# Unlocking the Power of the Empowered Agent



Customer interactions are getting more complex, and there are two key areas we must address in order to meet customer needs quickly, accurately and with more memorable empathy—increasing agent **speed to proficiency** and **reducing performance variability**.

Let's take a closer look at both, *shall we?*

## SPEED-TO-PROFICIENCY

**Agents must not only master the skills for their position but be able to operate independently while still meeting customer, client and company objectives. The time it takes for an agent or team to reach this level of competence is called speed to proficiency.**

### Key Takeaways

Improving speed to proficiency directly impacts the agents' confidence and engagement—and just as critically, profitability hinges on proficiency. Companies that can improve speed to proficiency will not only see more value from new hires but may be able to reduce attrition as well.

## THE PATH TO SUCCESS

### Faster Time-to-Hire

We spend time finding the right candidate for the right role, using cutting-edge technology like chatbots and hiring analytics to staff the most qualified employees for each agent position.

### Dynamic Training

We incorporate everything from interactive classrooms to product labs and equip our coaches to empower the agents—regardless of age or experience level. Proprietary learning analytics tools offer robust ways to track and analyze training sessions, offering key insights into the most effective training regimens.

### Leadership Accountability

We care about the people we bring in the door. Our onboarding process is a function of the entire agent lifecycle, with ownership and accountability from each support team.

### Strategic Onboarding

We establish a career path on Day 1. Leadership and site teams work together in a supportive, seamless and selfless manner to ensure everyone achieves success.

### Custom-paced Coaching Environment

We determine what's necessary for success. A low supervisor-to-agent ratio and engaged production and operation managers enhances the coaching process, using our electronic Coaching for Results (eCFR) tool.

### Predicting Attrition

We've got a crystal ball—what, you didn't know? Through customized predictor tools, we can anticipate agent attrition and intervene with the appropriate action.

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FACT SHEET

## REDUCING PERFORMANCE VARIABILITY

Employees aren't always equal in core competencies, and they experience different moods and energy levels throughout the day. Minimizing and rectifying these discrepancies is known as reducing performance variability.

### Key Takeaways

Businesses become more profitable when performance becomes more consistent. By reducing performance variability, you'll improve agent accuracy and consistency—and see cost savings, fewer errors and improved customer interactions as a direct result.

*It's pretty simple—better hiring and training leads to happier, more efficient agents—and significant cost savings for you.*



## THE PATH TO SUCCESS

### Educate and Automate

Disruptive platforms like robotic process automation and AI can help agents become more efficient by automating hundreds of manual and repetitive tasks. Agents are then freed to work on more complex material, and compliance and accuracy rises as agents can access the right answer at the right time for the right customer.

### Guide Your Guides

We utilize knowledgeable trainers and staff to coach and teach communication and other business fundamentals, while talented operations leaders implement action plans that ensure corporate alignment.

### Track and Analyze

"A-ha!" moments are everywhere with tools like Speech Analytics, which analyze customer calls to discover key insights and improve agent performance.

### Recruit to Suit

Finding the right candidate can be tough—but you can enhance the hiring process through a combination of advanced recruiting techniques and analytics that improve your agent hiring profile.

### Coach for Results

Learning doesn't have to be boring! You can enhance your coaching effectiveness by interacting with agents and using tools like gamification, which encourage employee loyalty while reinforcing a fun, positive culture.



*Empowering agents isn't as daunting as you think. Even better, easy-to-execute programs and investments in people and technology can yield fantastic results, and lead to happier agents and happier customers—and a happier you!*