Improving Performance Variability: An Introduction
The most successful contact centers simplify agent tasks and empower their people to meet customer needs more accurately, more quickly, and with memorable empathy.
Deliver a Better Customer Experience.

The ever-increasing complexity of customer interactions is perhaps the contact center industry’s greatest challenge. When a frustrated customer has exhausted all self-help options and must request assistance with difficult issues, the expectation for proficient and efficient care is high.

Although contact centers are all about people interacting with people, even a qualified, trained and well-intentioned employee may only be capable of performing at Two Sigma accuracy. As more companies demand Six Sigma accuracy, the right technology can help agents deliver higher quality interactions and better customer service outcomes.

81% of all customers attempt to take care of matters themselves before reaching out to a live representative.¹
Enhanced Technology, Intelligent Agents

Traditional methods of memorization through lengthy training are overwhelming. With intelligent technologies, agents perform more quickly and accurately through automated processes and knowledge workflows.

Traditional $2\sigma$
Two Sigma: High Inefficiency, Variability, Errors
Manual steps and various possible answers

Empowered $6\sigma$
Six Sigma: More Predictible, Accurate, Efficient
Digital intelligence for speed to the right answers
What Customers Expect

Seamless communication between channels and departments

Fast, simple and first-time resolution

Proactive and personalized ease of service

Products and services that simply work when purchased
Convenience, speed and accuracy are in high demand. But due to human nature, solving customer problems with traditional methods doesn’t always fit these customer expectations. Employees are not equal in competencies, and some learn faster than others. Plus, people experience fluctuating moods and energy levels throughout the day. Many factors influence individual performance, and a range of lower to higher performers will always emerge.

But could we shrink that variability gap, and if so, how?
Talent + Technology = Consistent Performance

The answer is yes, absolutely!

Combine talented agents with smart technologies and proven processes to greatly reduce performance variability for better, faster and more predictable outcomes with customers. Explore how—both with and without the aid of tech—to improve accuracy and performance consistency while preserving the necessary compassion and understanding that your customer interactions deserve.
“The best 10% of CSRs produce six positive interactions for every negative one. The worst 10% yield only three positive for every four negative encounters.”

-Harvard Business Review
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Strategies for Increasing Performance Predictability
Five Capabilities for Consistency

In order to positively impact an agent’s effectiveness in supporting increasingly complex customer service needs, it is vital to weave together a mix of smart technology with disciplined processes that simplify and personalize human interactions.

In this eBook series, **Strength Conditioning: Capabilities for Consistency**, you’ll discover five distinct capabilities that improve performance predictability across contact center employees from agents to management.
Reducing Performance Variability

These five capabilities for consistency address the challenge of reducing performance variability and explore how to build upon existing strengths and assets.

- **Educate and Automate**: Empowering Agents with Smarter, Faster Answers
- **Guide Your Guides**: Developing Great Operations Leaders
- **Track and Analyze**: Using Data for Continuous Improvement
- **Recruit to Suit**: Improving Hiring Tactics
- **Coach for Results**: Enhancing Coaching Effectiveness
When we combine standardized processes with technology, well-intentioned agents are equipped to deliver superior performance and accuracy. We can then balance the value and complexity of more transactions with the right levels of human interaction and automation.
Proven strategies exist for reducing performance variability across contact center operations, ultimately resulting in happier, more effective agents who can better serve your customers. Even further, as performance becomes more consistent with the use of intelligent technology and other tactics outlined in this series, your business becomes more profitable.

For more information on transforming your company—and consistently delighting your customers—call 866-ALORICA or email sales@alorica.com.
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About Alorica
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Alorica

Alorica is a leading provider of Business Process Outsourcing solutions that span the entire customer lifecycle. Good, glad we got that out of the way. Here’s the deal—we think serving customers is awesome. And that’s why, when it comes down to it, we really only do one thing—we make lives better...one interaction at a time.

PASSION • PERFORMANCE • POSSIBILITIES
These are the principles that guide us in helping others make better choices and informed decisions. They’re more than words. They’re our rally cry.

PASSION
Everything starts with conviction. A desire to obliterate the status quo, and the audacity to believe that we will. We’re problem solvers. Question answerers.

Strategic dreamers. We see every interaction as an opportunity to create opportunities—for our customers, our clients, our colleagues and our communities.

PERFORMANCE
We’re 110% committed to the end result. Onward and upward, it’s all about taking our clients to the next level. We stay engaged. We mine new sources of inspiration. And we give it our all, no matter the challenge. They say go big or go home. We don’t believe in the latter.

POSSIBILITIES
100,000 employees. Operations in 16 countries. Over 70% of our business is with Fortune 500 companies. So where do we go from here? Anywhere. Everywhere. We’re always innovating, evolving, imagining new ways to continuously improve. Some see the sky as the limit. We see the sky as a stepping stone.

WHAT’S IN OUR SECRET SAUCE?

Guess it’s not so secret anymore, huh...
Bibliography
