

Sabio Insight Solutions

CCMA Index report
October 2019

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sabio





**Digital engagement
and automation**

VIRTUAL ASSISTANT
CUSTOMER
ENGAGEMENT
VOICE AUTOMATION

**Contact Centre application
and platform services**

CC TECHNOLOGY
CC COMPLIANCE
NETWORK SERVICES &
INFRASTRUCTURE

**Intelligent analytics
and data services**

CC PERFORMANCE
CUSTOMER ANALYTICS
WORKFORCE
OPTIMISATION

YOUR CUSTOMER EXPERIENCE PLATFORM

CCMA Benchmark

Compare your contact centre performance

- 20 core metrics
- Customer, operational and people measures
- Compared 6 months of data (1 January – 30th June 2019)
- Personalised report with guidance
- Portal in place of data gathering

Sign up at www.ccma.org.uk/benchmark

What are the 20 metrics?



Customer Measures

1. NPS
2. Call quality monitoring volumes
3. Number of customer channels deployed
4. Average length of time customer spends in call routing
5. Average response time for voice
6. Average response time for webchat
7. Average response time for email



Operational Measures

8. Abandon rate
9. Target service level for calls
10. Adherence to workforce management schedule
11. Team manager to advisor ratio
12. Number of concurrent webchat sessions
13. Target shrinkage



People Measures

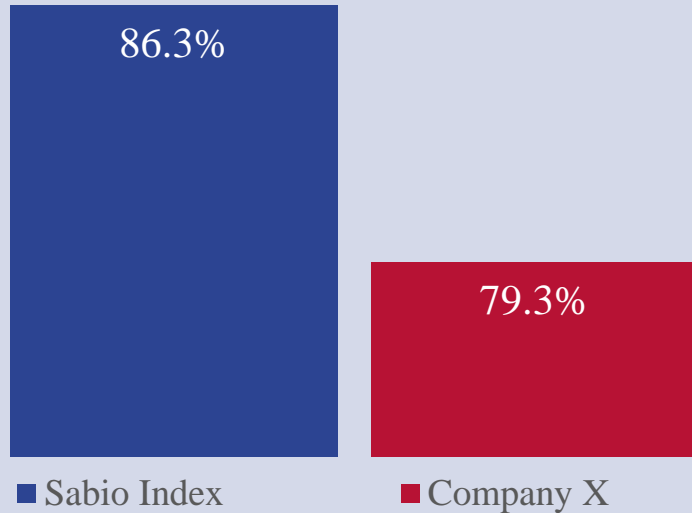
14. Total advisor absence %
15. Starting salary for advisors
16. Average on target earnings per advisor
17. Average working week for advisors
18. Frequency of employee engagement surveys
19. Number of days holiday entitlement for advisors
20. Training hours per advisor

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Example slide – Service level 20 seconds



Definition: The percentage of incoming calls answered within 20 seconds.



99%
HIGHEST
▲
▼
LOWEST
11%

Percentage of companies that have 80/20 as their core SLA measure

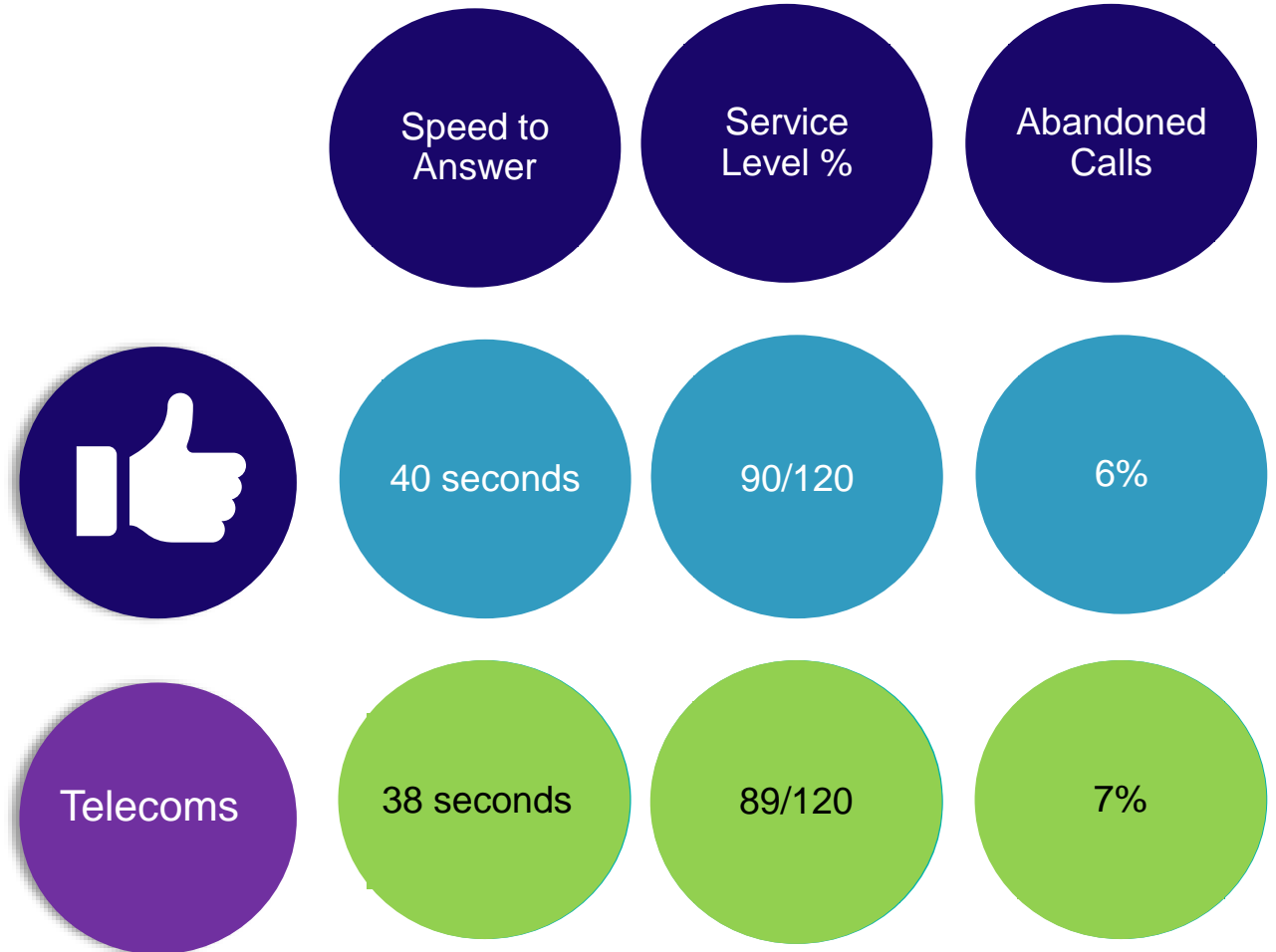
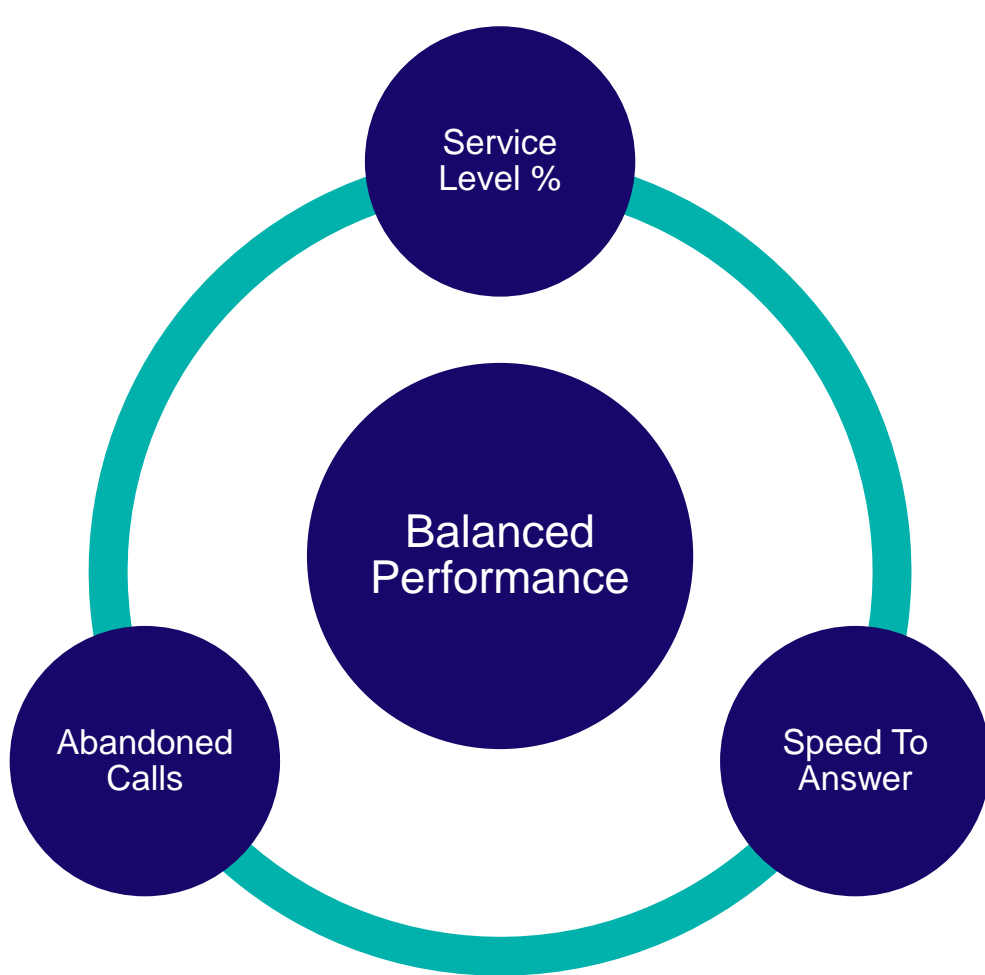


80/20 is the industry standard target that most organisations still aim to achieve. If your result is significantly different to this, then advisor engagement, knowledge and first contact resolutions are important metrics to monitor the overall customer experience. Evidence suggests that customers might be happy to wait if their query is resolved first time.

Reasons to benchmark



The danger of looking at metrics in isolation

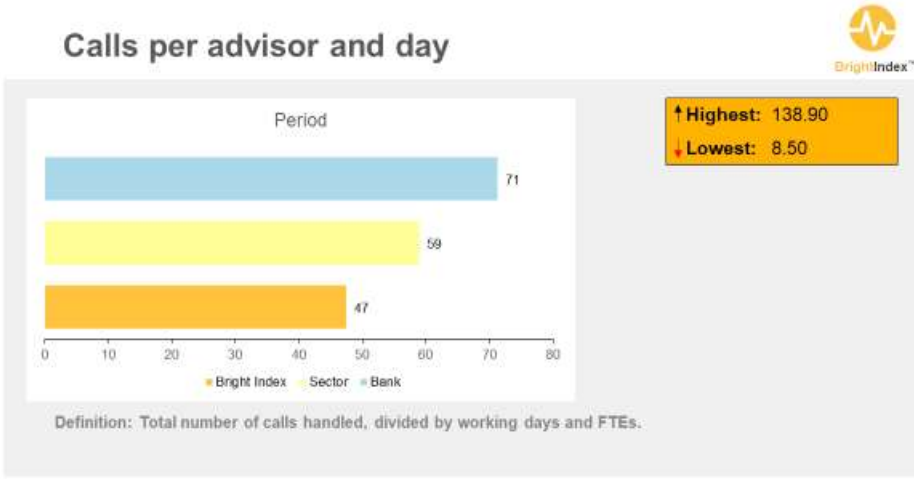


Banking example – Financial challenges



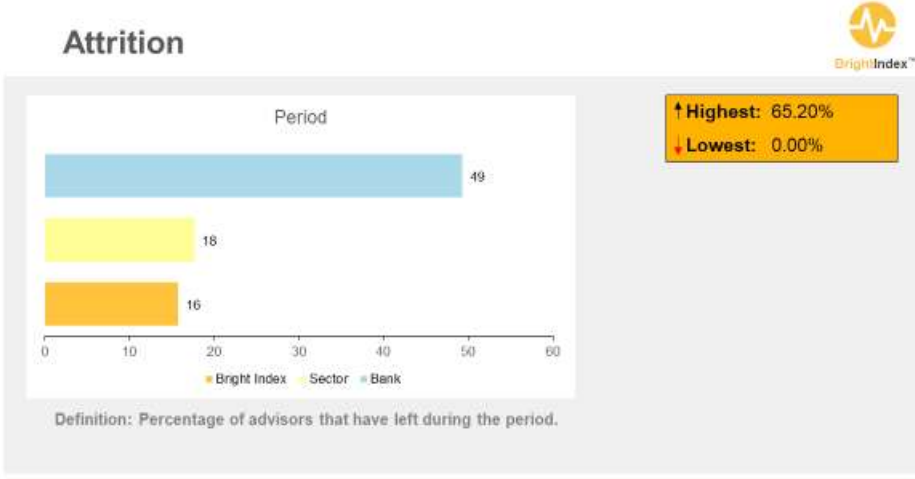
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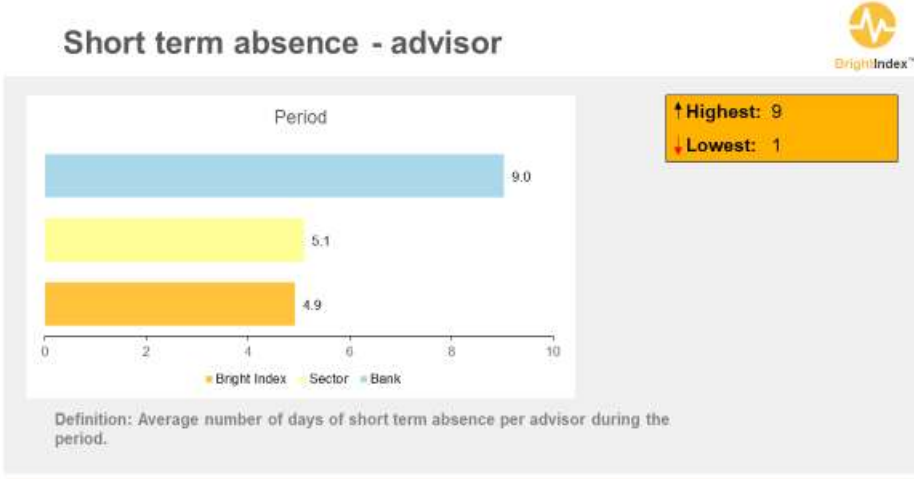
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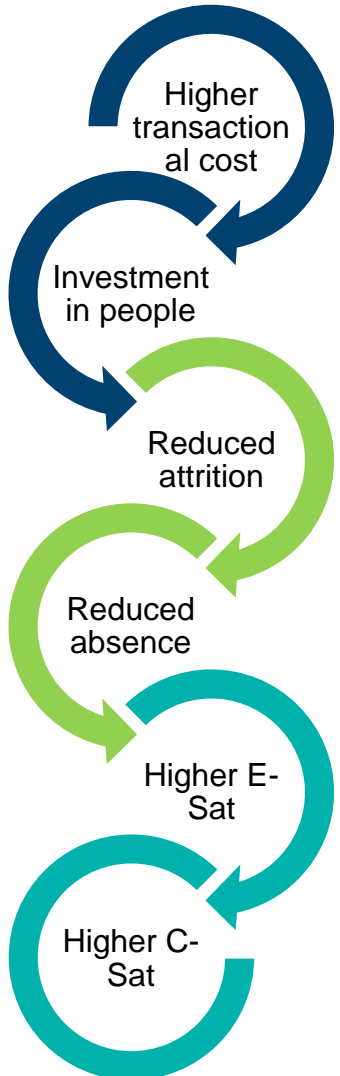
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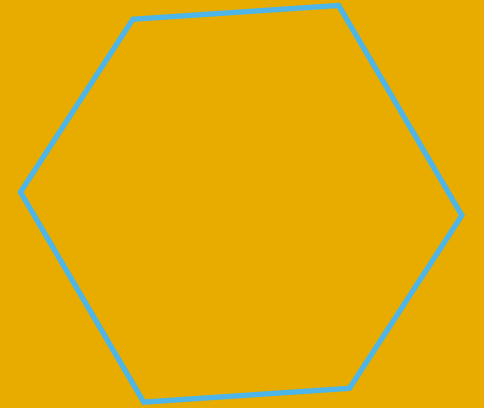
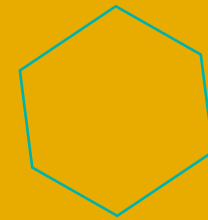
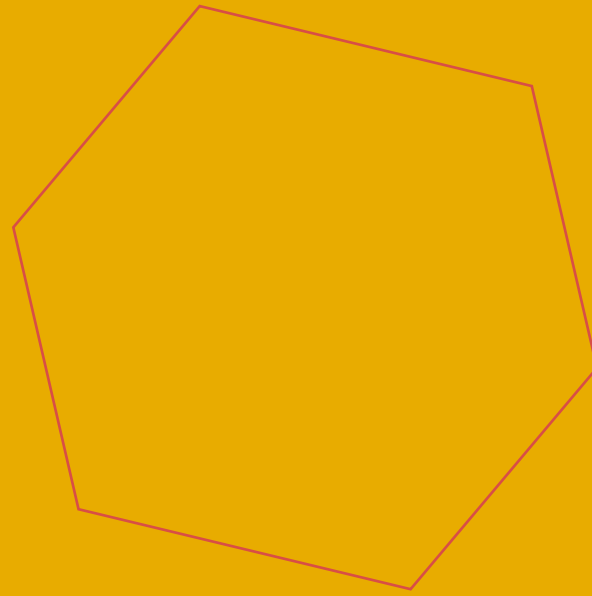
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sabio

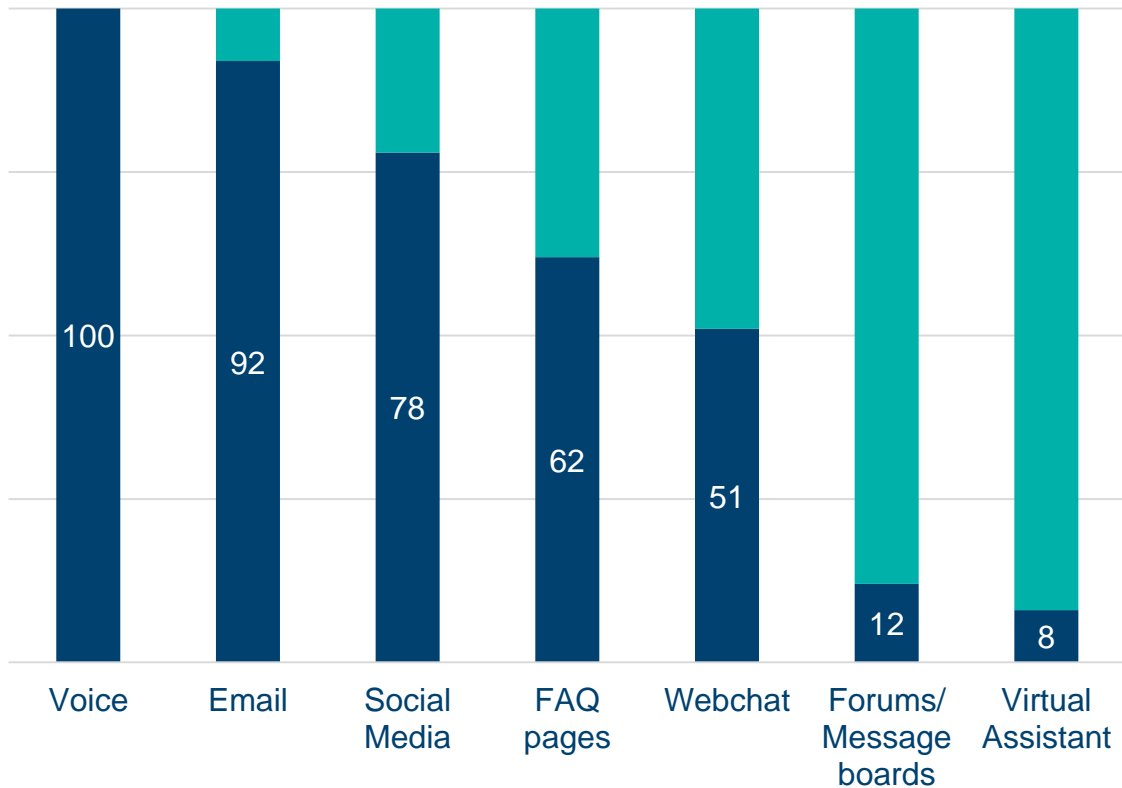
CCMA 2019 benchmark headlines

sabio



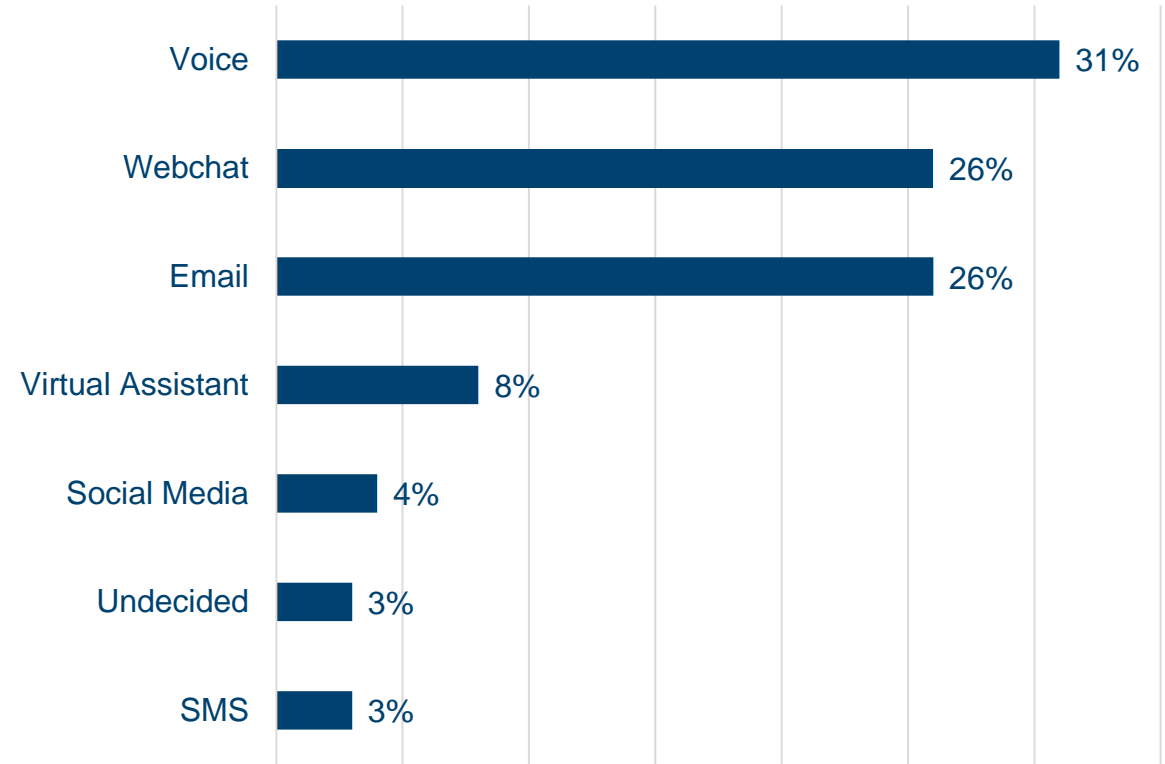
CCMA Results – Channels deployed

Percentage deployed by channel



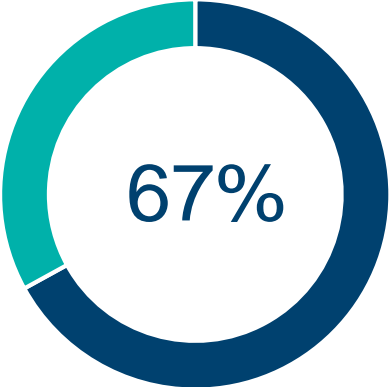
Customer contact preference by channel

*source Microsoft State of Customer Service 2019 report

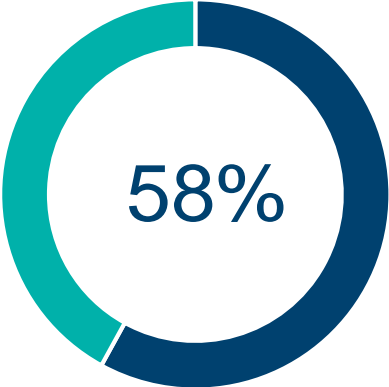


CCMA Results – Headlines

NPS measured at operational level.



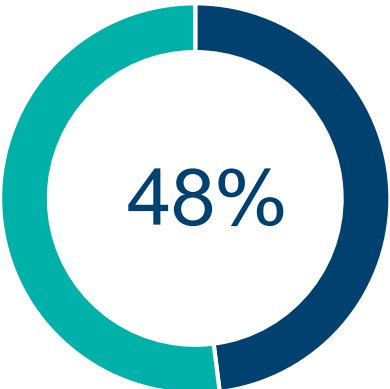
Shrinkage measured



Contract & Benefits

- Most common 37.5hrs
- 25 days holiday

Adherence measured



Average starting salary

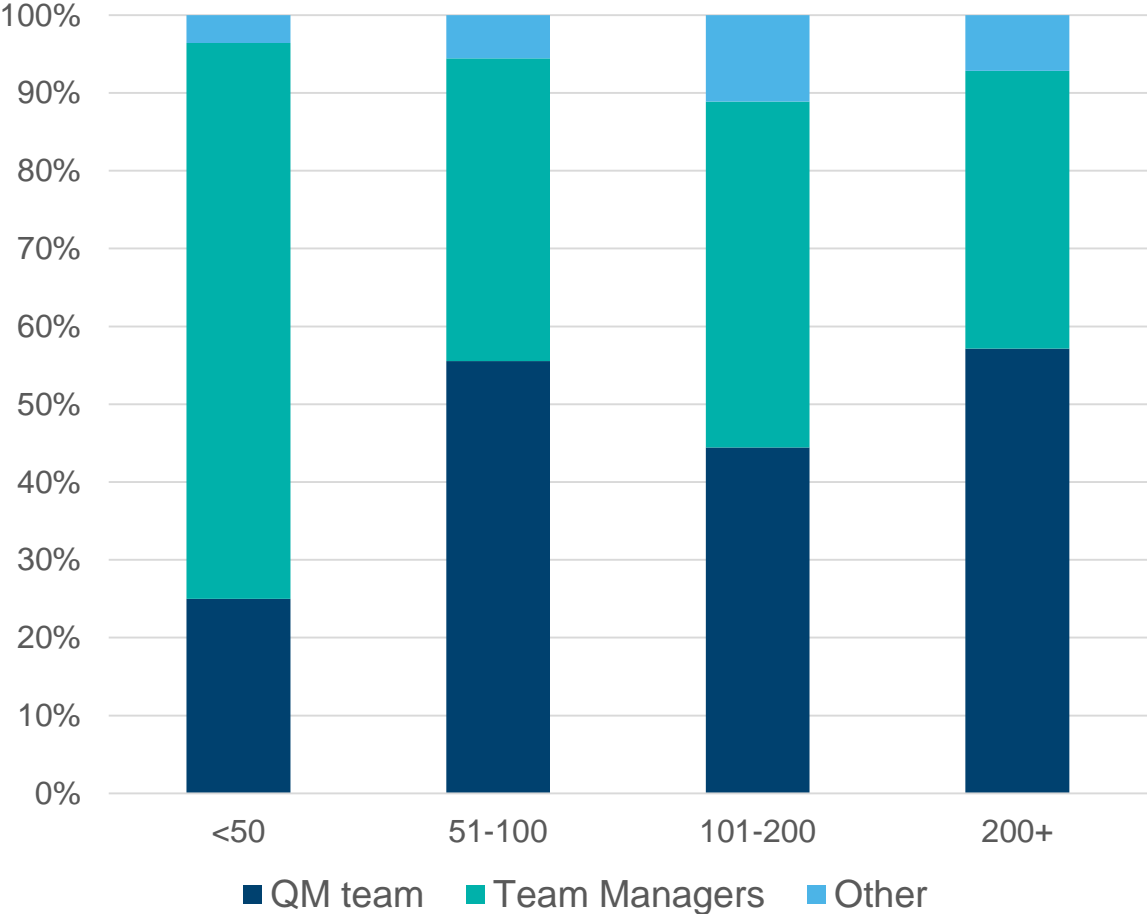


Average QM's per month

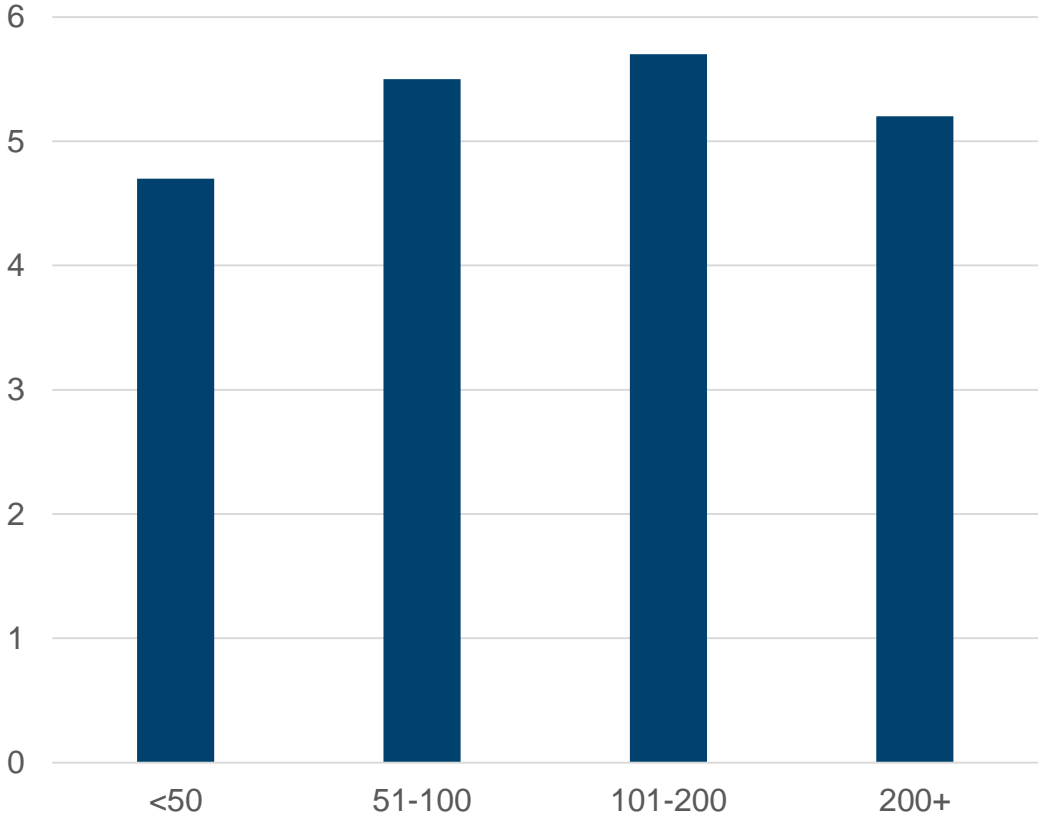


CCMA Results – Headlines

Who performs QM by CC size



Absence by size of operation (FTE)

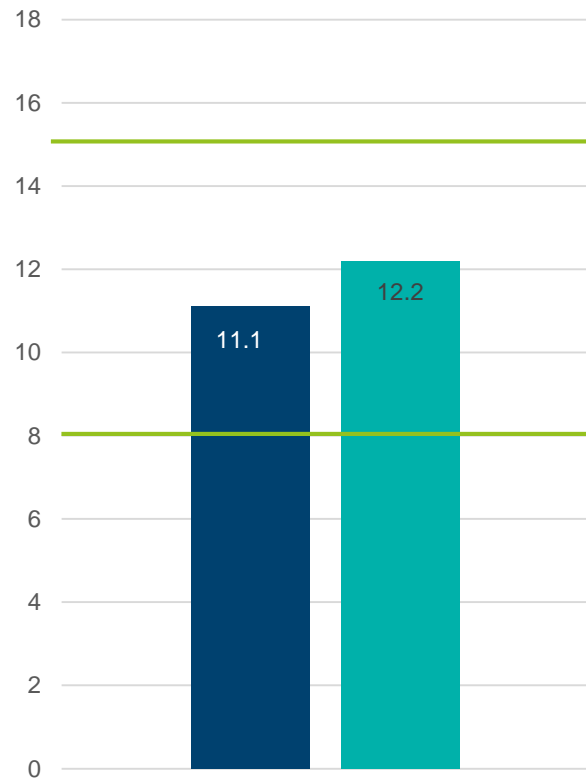


Absence – Number of days absent per agent per 6mth period

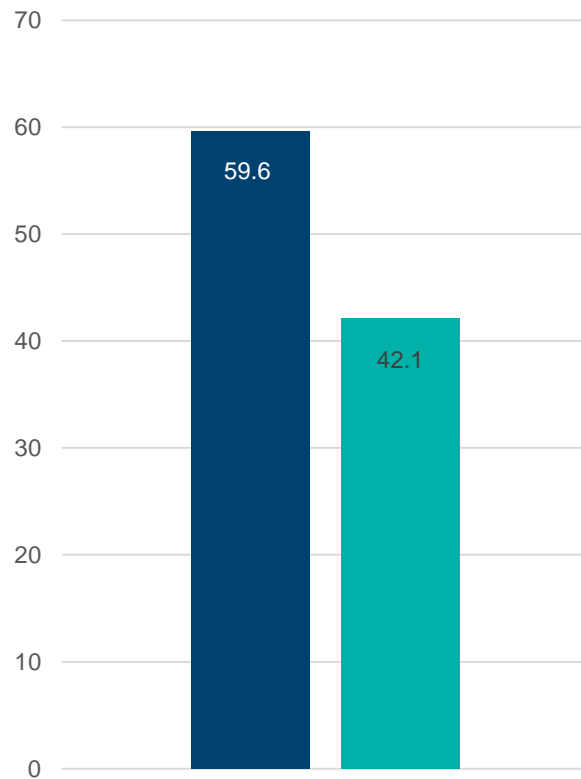


CCMA Results 'v' Sabio index

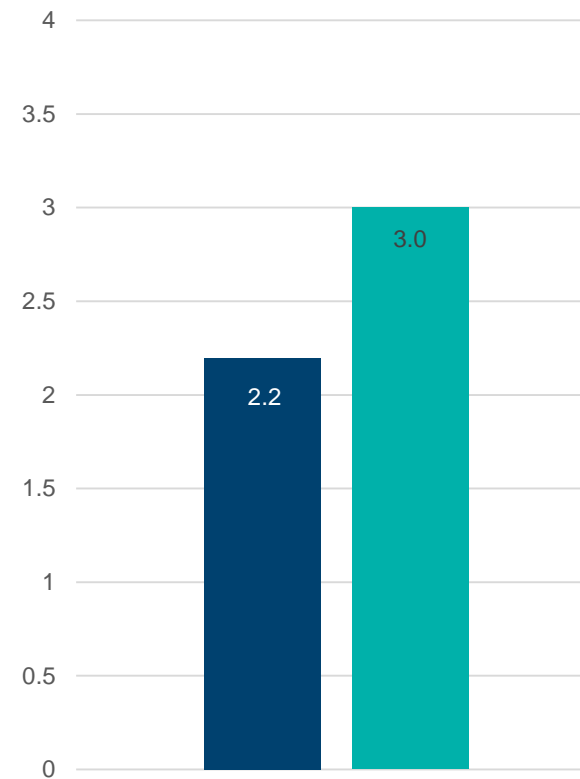
Advisors per Team Leader



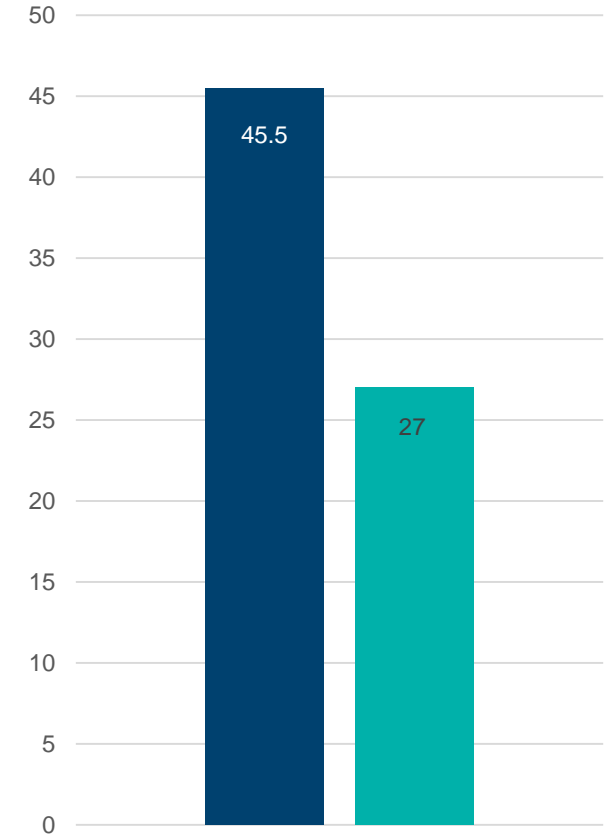
Time in Call routing (secs)



Webchat concurrency

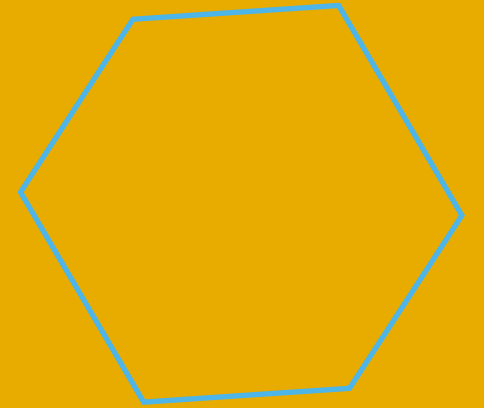
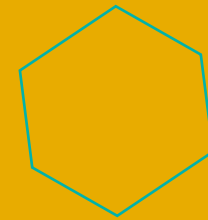
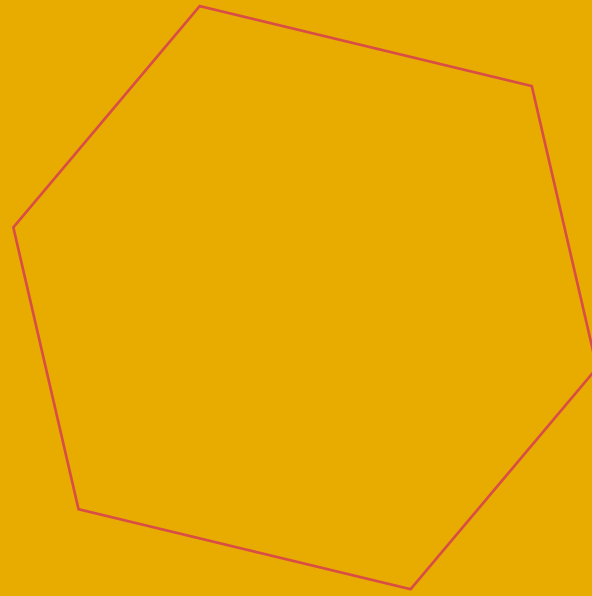


NPS

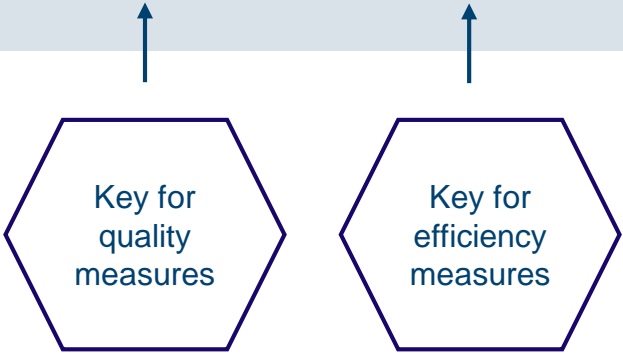
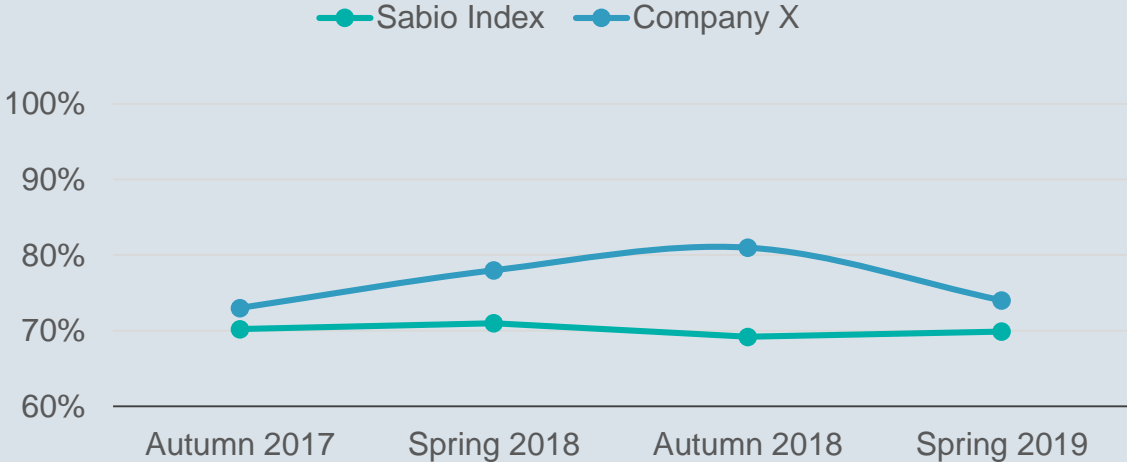
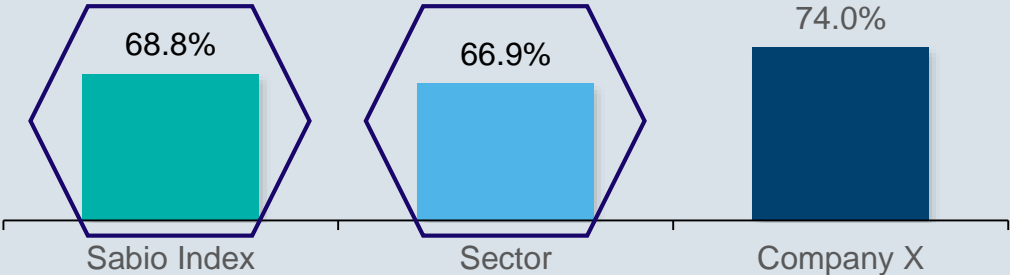


Sabio Index and industry trends

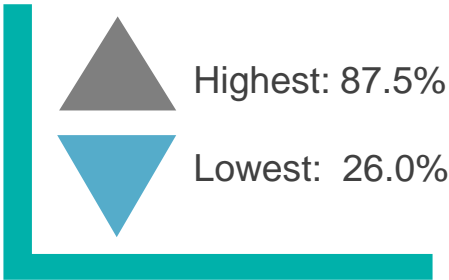
sabio



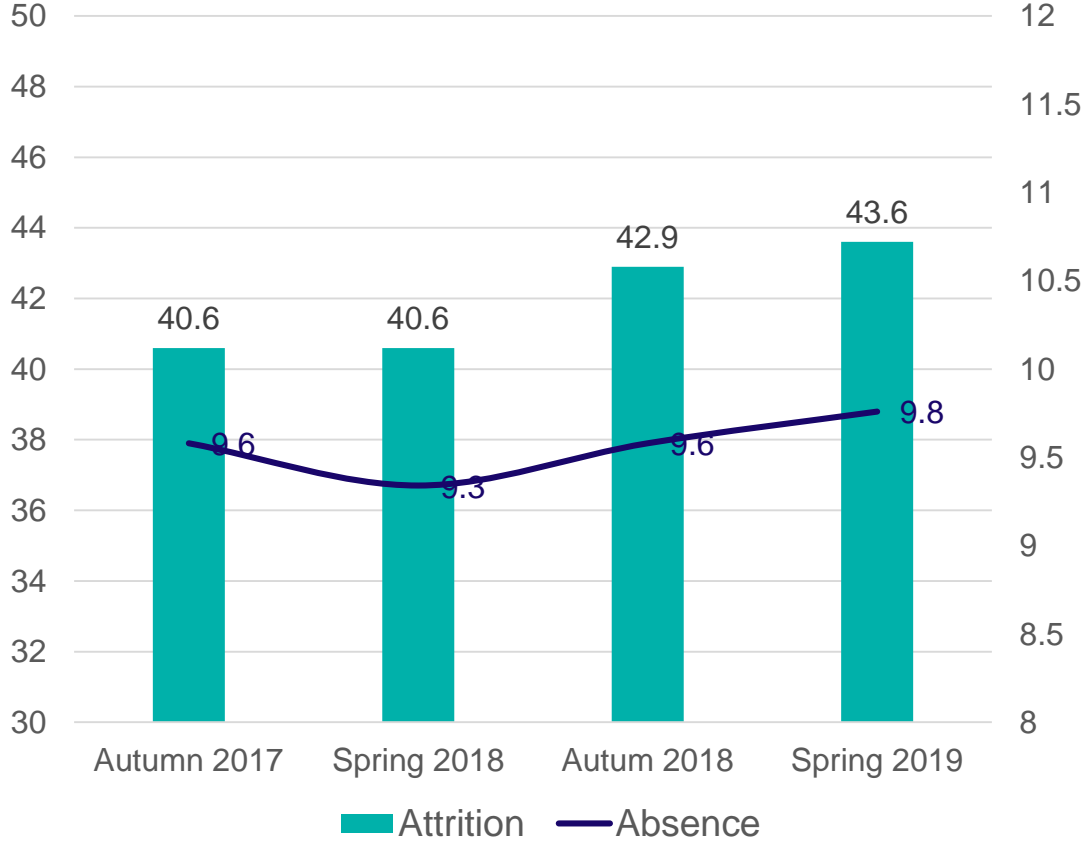
Example Slide - Service Level 20 seconds



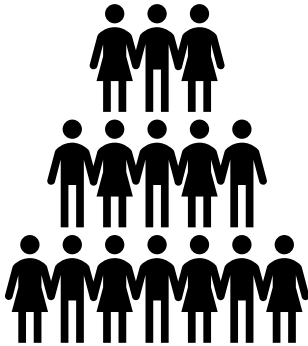
Definition:
Proportion of calls answered within 20 seconds.



Benchmarking industry trends



- Absence – Number of days per year per agent
- Attrition – Annualised attrition rate



Average age of a contact centre agent

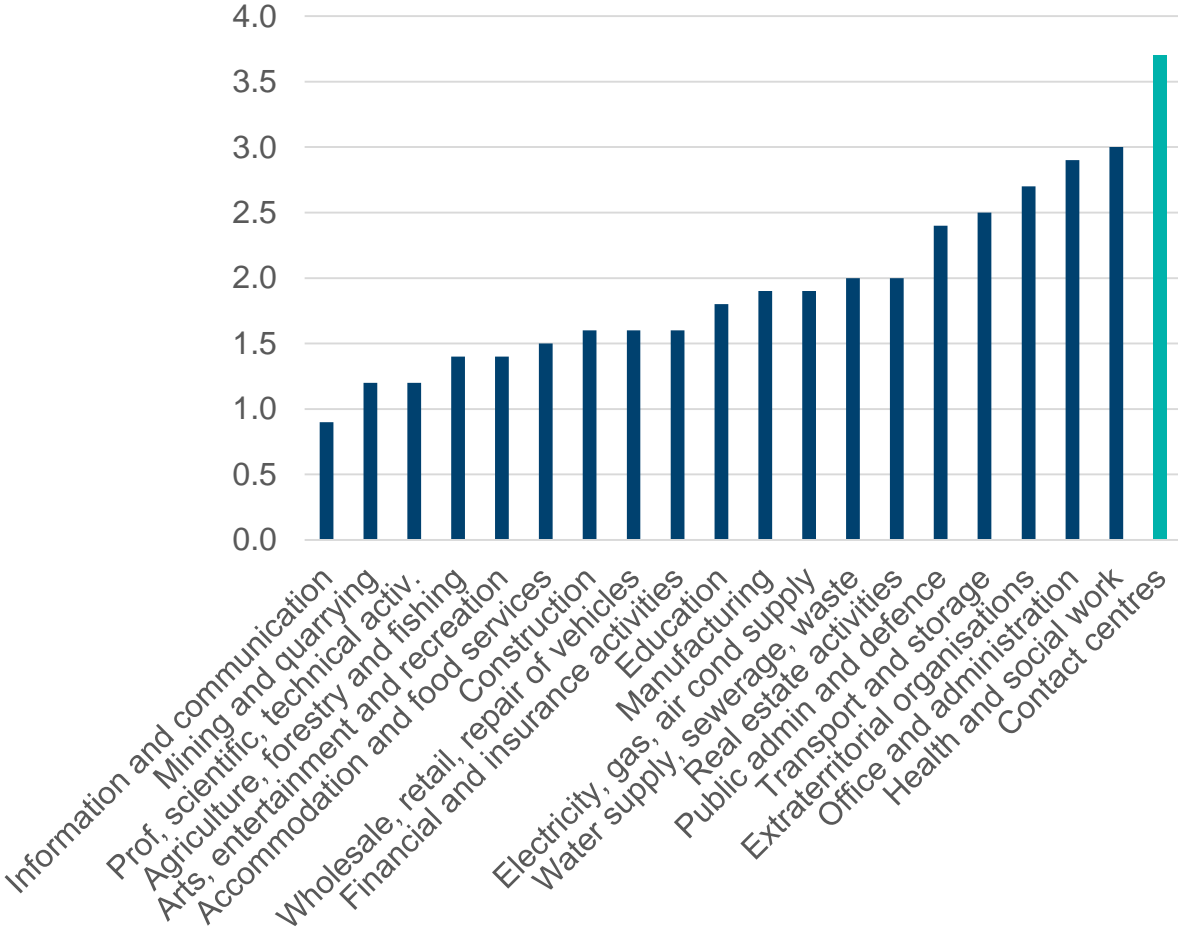
34

Average tenure of a contact centre agent

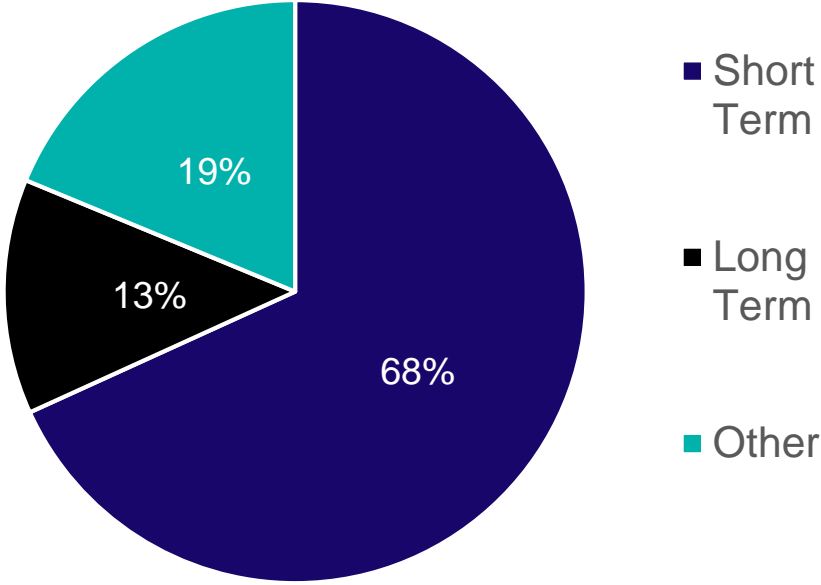
3.8yrs



Benchmarking industry trends



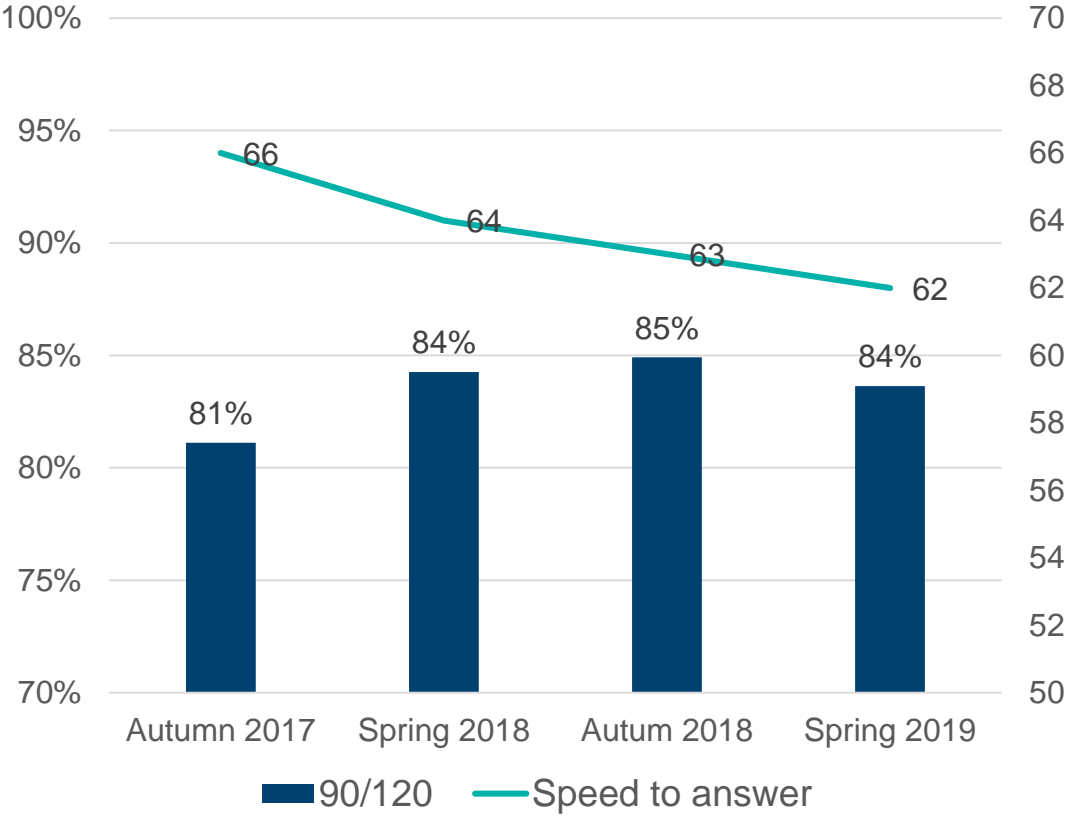
Absence Split



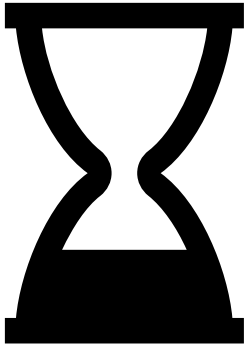
Definition:
 Total absence hours divided by number of FTE
 Other = family, compassionate, medical, late etc.

* Source – office of national statistics 2019

Benchmarking industry trends



- 90/120 – Percentage of calls answer in 120secs
- Speed to answer in secs

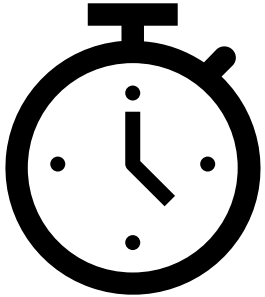


Most common SLA in place

80/20

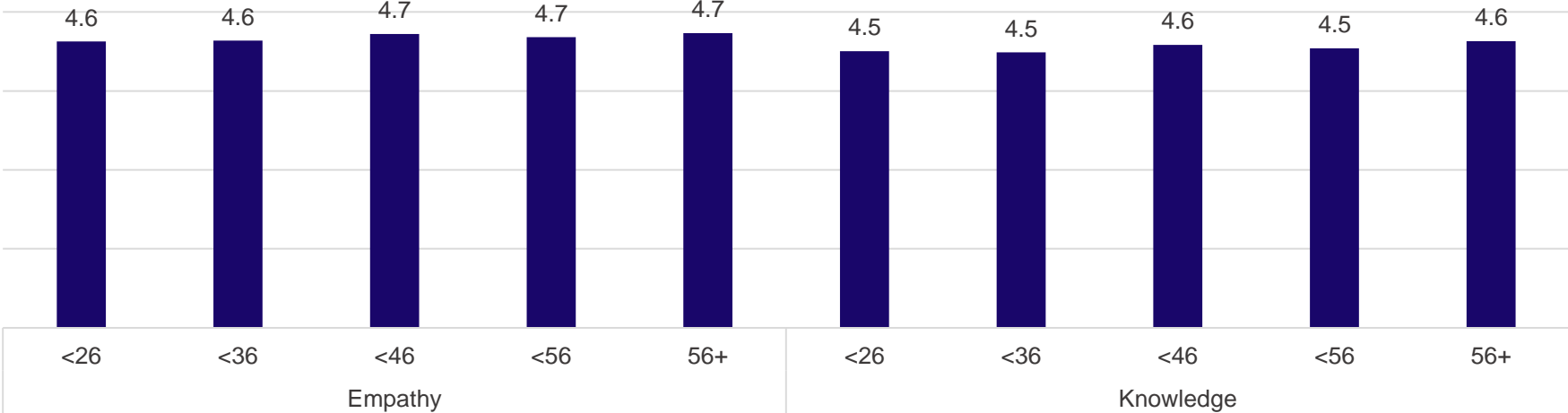
Percentage of calls answered in 20secs

69%

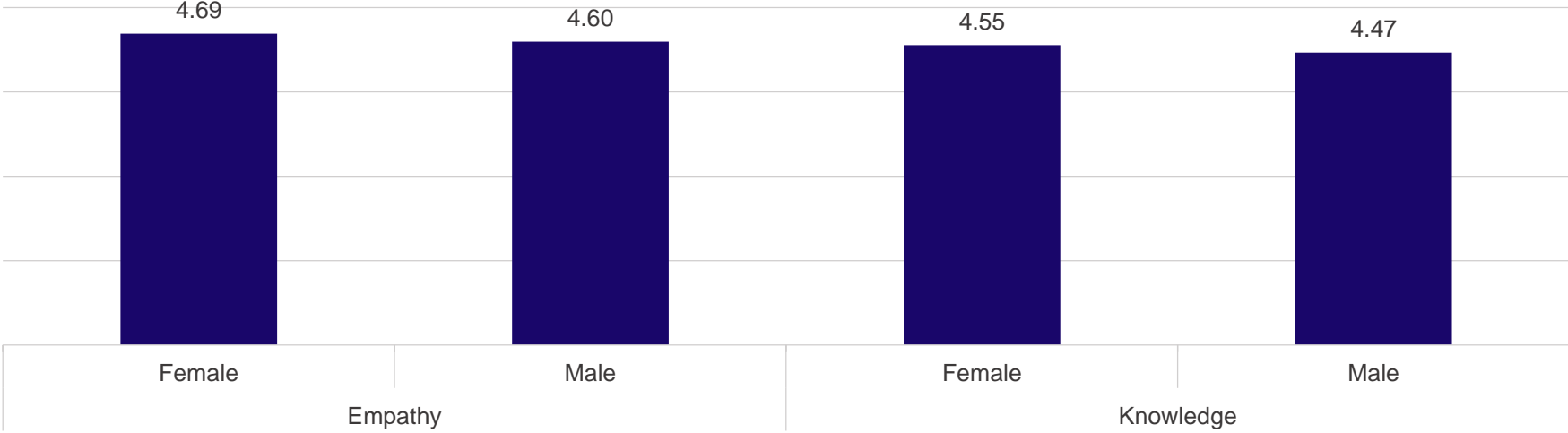


Does gender or age matter?

Agent C-SAT v Age



Agent C-Sat v Gender



Voice of Customer & Employee Engagement

- Benchmarking is only part of the picture
- Knowing what customers think is critical when exploring ways to improve the service experience.
- Having access to this information in *real time* creates self learning teams, proven to increase customer satisfaction and NPS
- Engaged employees leads to more satisfied customers. Companies must regularly ask what's engaging staff and what is creating dissatisfaction.
- Verbatim feedback is “the gold”.



CCMA Benchmark

Compare your contact centre performance

- Customer, operational and people measures
- Compare 6 months of data (1 July - 31 December 2019)
- Portal opens on 1 January for one month

Register at www.ccma.org.uk/benchmark

Option 1

- 20 core metrics
- Personalised report
- FREE to members

Option 2

- 80 core metrics
- Personalised report

Option 3

- 80 core metrics
- Personalised report
- Advice from a contact centre consultant

What are the 20 metrics?

FREE
to members



Customer Measures



Operational Measures



People Measures

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Questions and answers



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