

Five ways to retain frontline colleagues

“Businesses who focus on their advisors are those who will see material benefits.”

Nerys Corfield, Injection Consulting

TRUST is paramount

Colleagues demand trust from employers and in return they will take on more of the higher-value tasks requiring complex decision-making that cannot be handled by automation.



‘Trust me to work independently’

3rd in the UK
1st in France
as the most important
priority to advisors.

“What we say is you show trust in people. And that they give it back and work responsibly.”

James Revell, Director of International Contact Centres, Air France KLM

Not everyone is the same

More mature, experienced colleagues especially crave a sense of purpose and connection to the wider organisation and have higher expectations of software/applications training.

Advisors aged **16-34** need a sense of connection to colleagues in the contact centre.

Advisors aged **45+** say that knowing how to escalate matters is more important.



Empathy must be authentic

Frontline teams want to work for managers that show empathy for their colleagues' well-being and actively seek to upgrade this through training, coaching and process and technology investments.

Two top priorities

1. Demonstrate senior managers care about staff well-being.
2. Senior managers understand the tools and applications that advisors use.



Enable the team with technology

Automation tools such as advisor-facing chatbots, speech and text analytics play a pivotal role to help manage internal support demand and empower frontline teams.

“Team leader: I developed a chatbot that the company now uses to support agents working from home. When you find out how long it took to search for information or get a response from specialists, it was minutes. In call centres, that makes a massive difference.”



‘Advisor Chatbot’ stands out as having high potential in the UK

Real integration will reduce stress

Fragmentation across the systems and applications ecosystem is a real problem – a more focused, integrated approach to growth will reduce handling time and colleagues' stress.

30% of UK advisors use 6 or more systems

39% of frontline colleagues in the UK report that they use too many applications

7% only in the UK say they could use more applications without problem

“Advisor: Quite a lot of our systems need a lot of manual intervention. More automation and less manual work would really benefit us.”

Those at risk of leaving their jobs are more likely to use 8 or more applications compared with those who are unlikely to leave.



“Colleague experience management clearly matters. The question of course is who is paying attention and taking action.”

Martin Hill-Wilson, Brainfood Consulting



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