

21/09/22

Are you ready for the Winter of 2022?

Ann O'Flynn - Macmillan Cancer
Support

Nicky Jones - Sussex Police

Ed Creasey - Calabrio

Graeme Meikle - Calabrio

CALABRIO™



Presentation Objectives

Practical ideas to prepare yourself for what lies ahead this winter.



Introduction



What is the impact on your colleagues, and what can we do about it?



What is the impact on the organisation, and what can we do about it?



What is the impact on the customer, and what can we do about it?

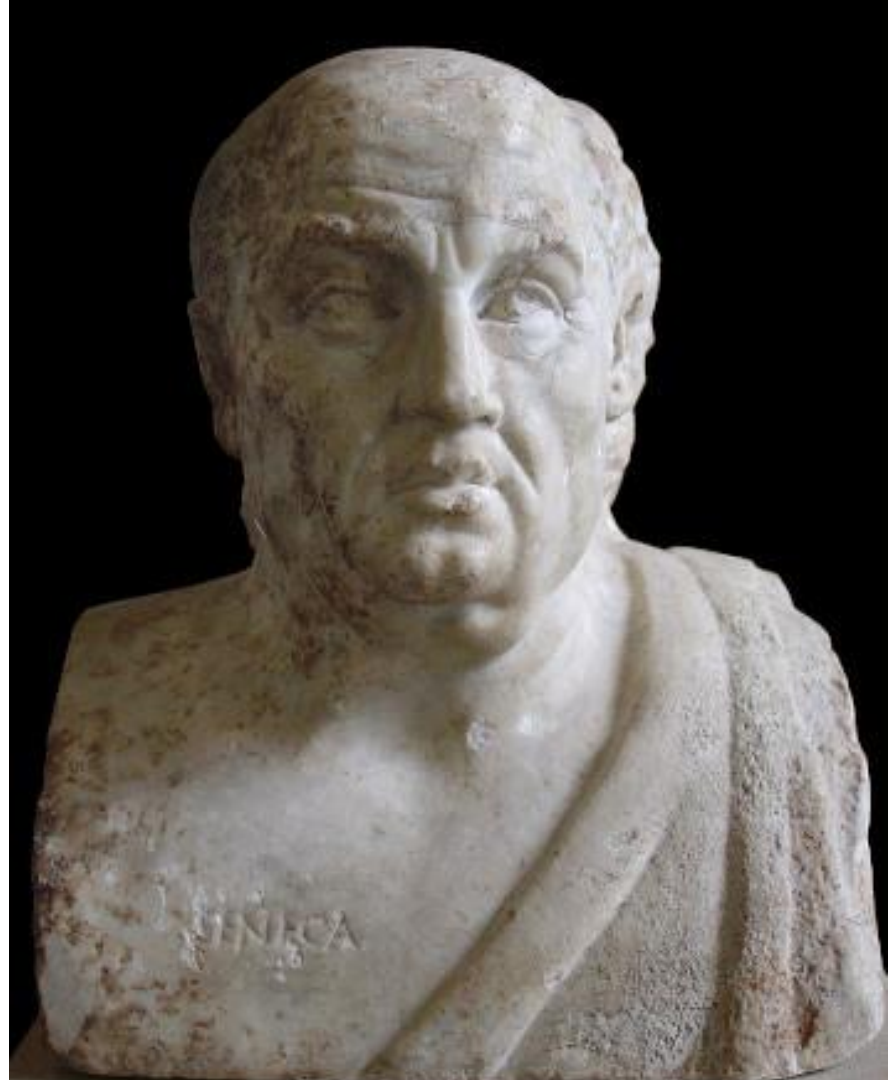


Closing Thoughts & Q & A

Prepare like a stoic

“Imagine the worst
scenarios, and rehearse
them in your mind: exile,
torture, war, shipwreck.”

Lucius Annaeus Seneca, Roman senator and Stoic philosopher



Introduction to the panel



Nicky Jones

Performance and
Resource Manager –
Sussex Police



Ann O'Flynn

Head of Information
and Support -
Macmillan Cancer
Support



Graeme Meikle

Senior Consultant -
Calabrio



Ed Creasey

Director of Engineering
and Consulting -
Calabrio

Introduction to Calabrio



Headquartered in Minneapolis, MN

600+ employees
5,800 customers worldwide



Fully integrated Workforce Engagement Management suite

Analytics, Advanced Reporting, Workforce
Management and Quality Management



Recognized leader & top customer ratings



200+ partners globally;
Leading CCaaS partnerships



Global company with
7+ offices around the world



7x Winner:
Top Workplace—Minnesota
5x Winner:
Great Place to Work—Sweden

Housekeeping

Participation Throughout

- Any and all feedback is welcome.

Questions and Tips

- Use the Q&A Tool in Webinar Software
- #Question
- #Tip

Downloads

- CCMA will post a link to the report that I will be sharing – or use the QR code here



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Survey aim: Elevating the brand experience

To understand expectations of contact centre managers and to test them against consumer perspectives





Brand Guardian

[brand/guard-i-an]

An individual or department who protects the overall perception of your organisation, build credibility, and establishes trust with customers.

The contact center is the core of brand experience

97%

of consumers say contact center interactions impact their brand loyalty.

2 IN 3

say they're very or extremely impactful.

HALF

of consumers say they're having more first-time digital interactions with brands than a year ago.

98%

of contact center managers say contact center interactions are very (or extremely) impactful on brand loyalty.

88%

agree that brand perception directly drives overall revenue growth.

Customers and Contact Centre Managers have different perceptions

WHILE....

9 in 10

of contact center managers say they already treat agents as brand guardians.

1 in 3

consumers say that agents are effective brand guardians today.

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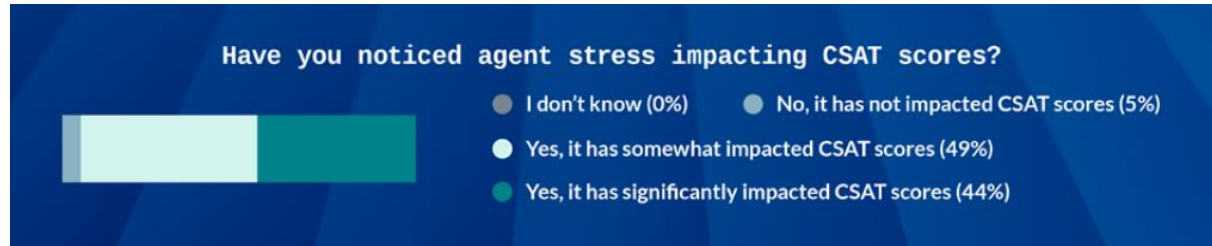
What is the impact on the customer, and what can we do about it?



Closing Thoughts & Q & A

Agent stress erodes brand experiences.

1 IN 3 consumers say they've noticed agents are more stressed than a year ago.



Agents are brand guardians, but face barriers to improve



83%

of contact center managers say labour challenges have impacted brand experience for their customers.

Managers' top ranked labour challenges include:

AGENT STRESS /
BURNOUT



REMOTE/HYBRID
WORK MODELS



HIGH
ATTRITION/TURNOVER





Discussion

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Closing Thoughts & Q & A

Companies cannot ignore self-service, but consumers want them to focus on human interactions

Where should the contact center invest to improve CX?



96% of contact center managers say they're prioritizing agent upskilling.

What resources do you/your contact center need to successfully coach agents that you are currently lacking?



Data silos hold back analytics' value for brand improvements.

The real potential in analytics, AI, and ML lies in their ability to find the patterns and insights in huge quantities of seemingly unrelated data.

But this data need to be connected.



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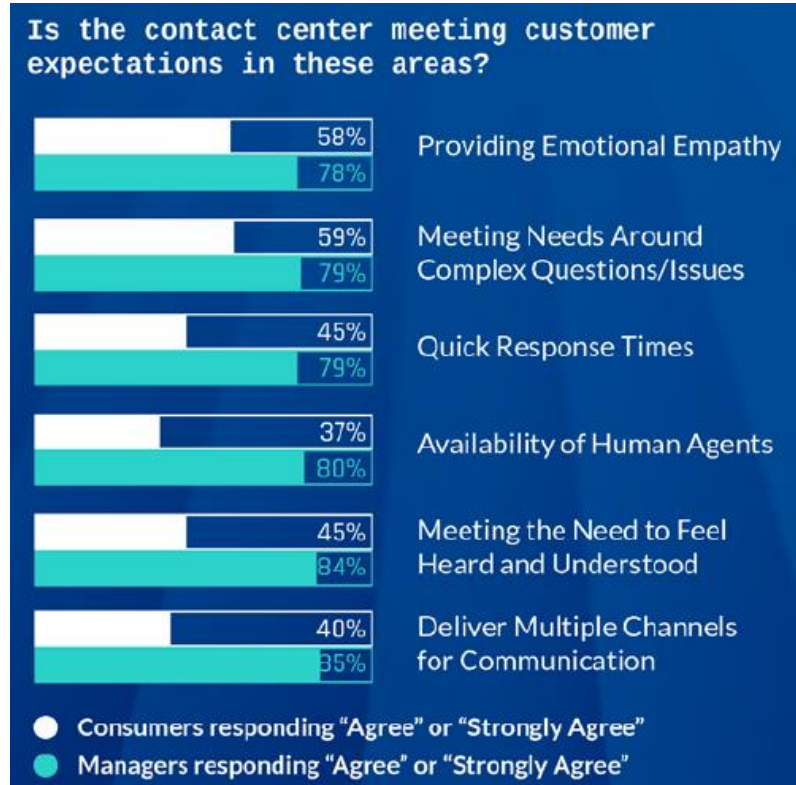


What is the impact on the customer, and what can we do about it?



Closing Thoughts & Q & A

Gaps between consumer and contact centre perceptions

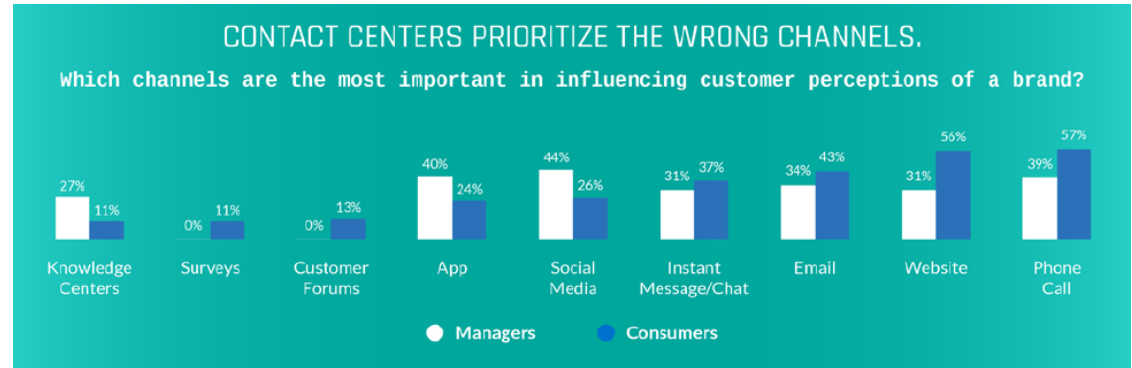


30+ point gap
between consumer
and manager
perceptions across
every facet of the
customer
experience.

Contact centers need to refocus on human-driven channels.

Consumers' top preferred channels:

- 1 Phone
- 2 Email
- 3 Website (email/chat)
- 4 Chat



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Closing Thoughts & Q & A

How to build a contact centre as brand guardian.

BETTER TOOLS & TECHNOLOGIES



Invest in tech to support—not replace—human experiences.

ENHANCED ANALYTICS INSIGHTS



Making first-party data (from interactions to CSAT surveys) usable and continuously sharable.

IMPROVED COACHING AND DEVELOPMENT



Reliably convert raw first-party data into meaningful, actionable information.

It's time for the contact centre to own brand experience.

Consumer demand for more human connection is crashing into labour challenges, rising agent stress and an unprecedented winter.

There is a promising path forward: Equipping yourself with analytics, AI, and employee engagement tools and other smart technologies to become better brand guardians.

The image shows the cover of the 'State of the Contact Center 2022' report by Calabrio. It features a man in a light blue denim jacket over a black t-shirt, holding a tablet. The background is a vibrant red with a subtle pattern of blurred human figures. The text is in white and pink. A QR code is located in the bottom right corner of the image area.

CALABRIO™

**State of
the Contact
Center 2022**

EMPOWERING THE CONTACT
CENTER AS A BRAND GUARDIAN

**Download at
CALABRIO.COM**





Sorry you were out when I visited.

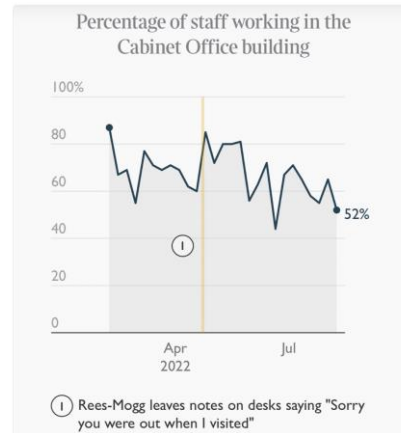
I look forward to seeing you in the
office very soon.

With every good wish,

Rt Hon. Jacob Rees-Mogg M.P.

Minister for Brexit Opportunities
and Government Efficiency

Getting employee engagement right isn't easy, is it Jacob?



Thank You

Ed Creasey

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