

Creating Sophisticated Employees in the Age of Automation

Introduction

By the time most customers reach a human employee with a question, chances are they have already researched online or tried to self-serve. This means employee transformation is required to develop more sophisticated employees in the age of automation to solve more advanced customer issues.

Because front-line jobs are becoming more complex, employees need to be tactical, technical, and ready to emotionally handle these new types of interactions.

Recently, *Lamont Exeter, head of Learning & Development at TTEC Digital, teamed up with Tim Duranleau of SAP Litmos in a webinar* to discuss ways that companies can combine learning and technology to create more sophisticated employees. Below are some key highlights from the discussion.

How to create sophisticated employees

1. Use technology to empower employees.

Taking the same technology that we're using to empower customers and using them to empower our employees is a great way to use bots, artificial intelligence, and process automation. Customers don't mind if you take a moment to use a device, technology, or a reference tool to find information, as long as you resolve their issue.

2. Simplify learning.

Learning tools and systems need to be easy to navigate, fully mobile, available at employees' fingertips, and mimic consumer apps.

3. Focus on content.

It has to be available, ready on demand, and consumable in a quick fashion so employees can get information quickly.

4. Create a strategy to develop sophisticated employees.

Taking the time to create a multi-year, multi-generational plan will be worth it. First, get a vision in place. What are you using right now? What works and what doesn't work?

5. Personalize the learning experience.

People learn in different ways, and the curriculum and tools must reflect that. If you try to force everyone into a single format, you will lose many otherwise engaged employees.

Key Insights

Gone are the days where human employees handle simple interactions.

Those simple interactions are going away and now employees are being asked to deal with more challenging and intricate transactions. And it's so imperative that we develop them and get them up to speed, so that they're competent, they're happy, and they're empowered.

The buyer is becoming more educated.

Customers already know a lot about your products and services before they talk to you. So when they talk to a sales or service rep, they're expecting you to be proficient on those complex topics.

Companies must look for new talent or upscale their current employees to do more sophisticated tasks.

The main way they can do that is by providing continuous education on some of these emerging skills. Technology and training have to take a new approach.

Getting started

Start with a vision and then create a strategy that ties directly into that vision to help determine where you go. Engage the right people so that you're getting feedback and not just favorites. Involve employees from entry level, medium, and senior management to get a holistic view of what employees need. Assess your technology for gaps in training and engaging sophisticated employees.

Invest in the right systems, invest in the right technology, and get the right people. And help them develop and execute upon that plan and report back on a regular basis.

Want to learn more?

Watch the webinar, *"Creating Sophisticated Employees in the Age of Automation"* for more detail on the topic, or learn more about TTEC Digital's Learning and Performance group to find out how we can help your employees become more sophisticated.

About TTEC

TTEC (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 52,400 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com.
