

Five Ways

Real-Time Supervisor
Assistance Can Empower
Your Contact Center

The face of your corporate identity

As the face of your corporate identity, the importance of contact center Customer Service Representatives (CSRs) cannot be overemphasized. In fact, 97 percent of global consumers say that customer service is very or somewhat important in their choice of and loyalty to a brand, and 62 percent of consumers have stopped doing business with an organization due to a poor customer service experience.¹ Recognizing the pivotal role the CSR plays as the first – and most likely, the only – employee to interact with customers, companies would do well to consider the implementation of real-time agent assistance by supervisors.

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Five ways utilizing real-time, remote supervisor assistance benefits your business

Live mentoring, coaching and training through the channels used by agents allow supervisors to provide hands-on aid as necessary, ensuring these customer-facing employees are given the tools needed to create a brand-differentiating customer experience. Real-time engagement between supervisors and CSRs may be leveraged to augment historical QA programs. The benefits of improving CSR performance through mentoring and training can be profound, including reduced escalations and improvements in First Call Resolution (FCR) and Average Handling Time (AHT).



1. Ensure consistent customer service levels.

93 percent of global leaders claim customer expectations have risen significantly in the last five to 10 yearsⁱⁱ (and 82 percent of business leaders say their customers have higher expectations compared to just three years ago!).ⁱⁱⁱ These rising expectations mean it's more important than ever to provide the same level of service from agent to agent and channel to channel. Further complicating matters is the typically high turnover rate in contact centers, which often creates a workforce with unequal skill and experience levels.^{iv} Typically the responsibility lies with a small pool of supervisors to ensure that all CSRs provide a consistent experience for each and every transaction.



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2. New hires are able to be on-boarded quickly and less expensively.

A supervisory presence to mentor and advise representatives allows for new employees to become operational more quickly. Older studies put the average training cost of agents at \$4,800,^v whereas a more recent study contends that training a new customer service representative costs between 1.8 and 3.1 percent of the agent's annual salary.^{vi} Any reduction in training time quickly adds up to significant cost savings, especially when implemented in a large contact center setting.



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3. Reduce attrition and identify ongoing training and advancement opportunities.

Call center turnover rates range between 30 and 45 percent;^{vii} even more disturbing is that top performers are twice as likely to quit as poor performers and are three times more likely to leave than new hires.^{viii} This attrition is expensive, too: for entry-level employees, it costs between 30 and 50 percent of their annual salaries to replace them.^x Increasing the likelihood of employee turnover is when inexperienced new employees make mistakes: fear of failure can cause a new hire to abandon the position, resulting in increased attrition.^x Organizations are quickly realizing that the more they invest in employee training, the more likely they are to retain a skilled, experienced workforce.^{xi}

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4. Accommodate remote workforce with virtual supervisor assistance.

Roughly 80 percent of U.S. contact centers employ at least some work-at-home agents.^{xii} The case to use remote agents is strong: they are happier, less likely to quit, and more productive than their office peers.^{xiii} In addition to allowing for work-at-home agents, the Cloud allows contact centers to operate out of multiple sites. With remote supervisor assistance, team leaders are able to train agents working from their homes, in the office or at remote locations, freeing them from their desks and facilitating virtual collaboration with team members who may work in other offices next door or around the world.

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5. Real-time engagement augments historical QA checklist.

Current QA tends to be an historical analysis of agent performance, assessing customer satisfaction against a checklist of company standards and preferred terminology. Real-time engagement allows the supervisor to hear the Voice of Customer (VoC) and the CSR responses to the customer, while providing the supervisor tools to interact directly with the CSR. The supervisor can close the gap between misalignment of customer expectations and interaction with the CSR in real-time, improving customer satisfaction and CSR confidence.

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Revolutionize employee engagement

With clear benefits that include providing a consistent customer experience, nurturing employees through coaching and training, reducing employee attrition, and maximizing a company's ability to deploy both agents and supervisors in office, at remote locations or from home, remote real-time help from supervisors is a must. Extending far beyond the typical contact center agent, virtual supervisor assistance can revolutionize the way every forward-facing employee in your organization is coached and on-boarded, improving productivity and effectiveness while increasing employee engagement.



ABOUT TELETECH TECHNOLOGY

TeleTech Technology is a pioneer among North American partners in offering cloud and on-premises contact center solutions powered by Avaya and Cisco. As a leading partner in the design and delivery of customer experience technology solutions, it specializes in helping companies across the globe provide faster, smarter, and more agile customer interactions. TeleTech Technology is a recognized Platinum Avaya Connect Partner and Cisco Gold Partner. In addition, it has earned a 4.6/5.0 overall customer satisfaction rating and 4.8/5.0 implementation satisfaction rating, making it one of the highest ranked Avaya and Cisco business partners.

For more information, visit teletechtechnology.com/SupervisorAssist

ⁱ 2015 Global State of Multichannel Customer Service Report. Parature, 2015.

ⁱⁱ The Information Generation Transforming the Future, Today Outlook Report, 2015.

ⁱⁱⁱ Harris Poll, 2015.

^{iv} Rehmat, Waseem. "Is Training Effective? Evaluating Training Effectiveness in Call Centers." Electronic Journal of Business Ethics and Organization Studies, 2015.

^v Overturn the High Cost of Employee Turnover." Response Design Corporation, 2012.

^{vi} The Business Impact of Contact Center Attrition. Everest Global, 2014.

^{vii} Reynolds, Penny. "Exploring Call Center Turnover Numbers." Quality Assurance & Training Connection, 2015.

^{viii} Ibid.

^{ix} Borysenko, Karlyn. "The Cost of Employee Turnover." Zen Workplace, 2014.

^x Benjamin, Tia. "The Reasons to Train in a High Turnover Business." The Houston Chronicle, 2013.

^{xi} Madell, Robin. "Top 10 Workplace Trends for 2014." U.S. News & World Report, Jan 7 2014.

^{xii} Klie, Leonard. "Work-at-Home Solutions Are Transforming Call Center Operations." CRM Magazine, 2014.

^{xiii} DesMarais, Christina. "More Evidence it's a Mistake to Make Employees Work in the Office." Inc., 2014.

ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes, and operations, TeleTech partners with business leadership across marketing, sales, and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 43,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [teletch.com](https://www.teletch.com).

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