



Measuring and Reporting the contact center performance

Jan Smets

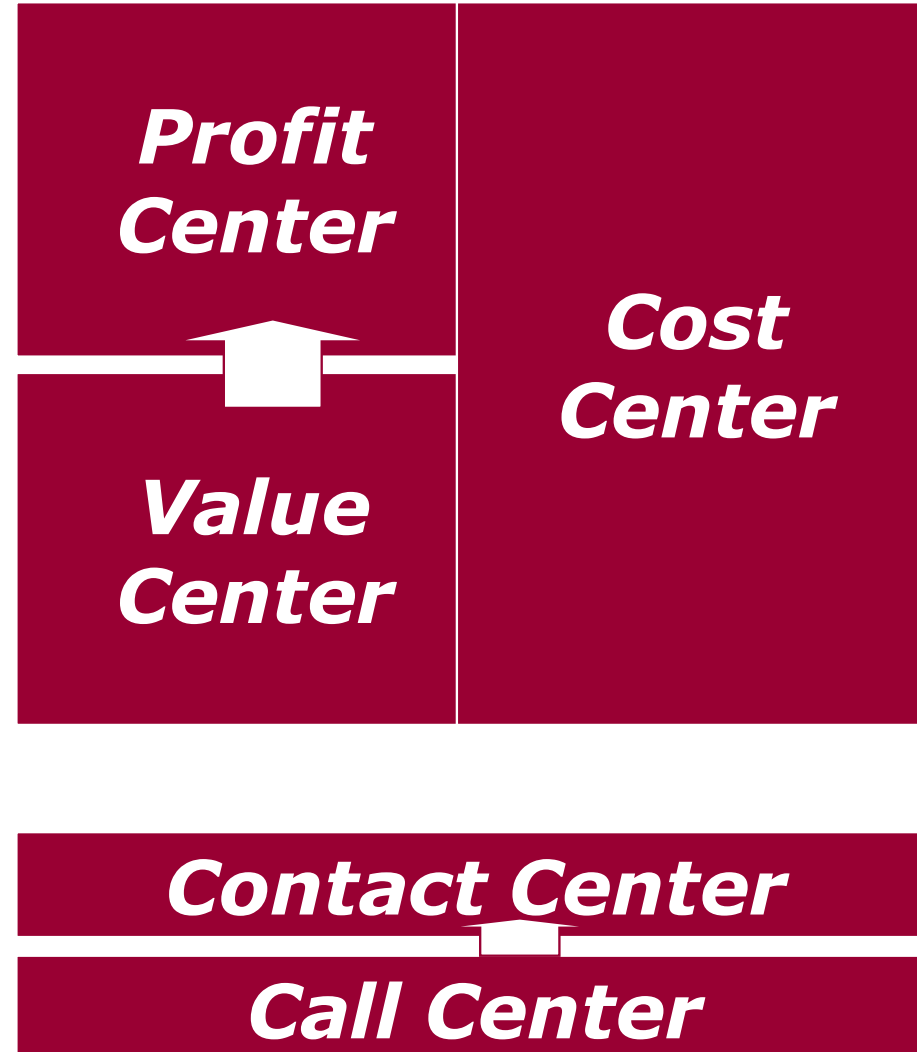


**Proudly
presenting ...**



***March 2016 -
November 2018***

Jan's model



**Is that what we
talk about ?**





138 mgrs
47 cies

***A new
theory/model
emerging***

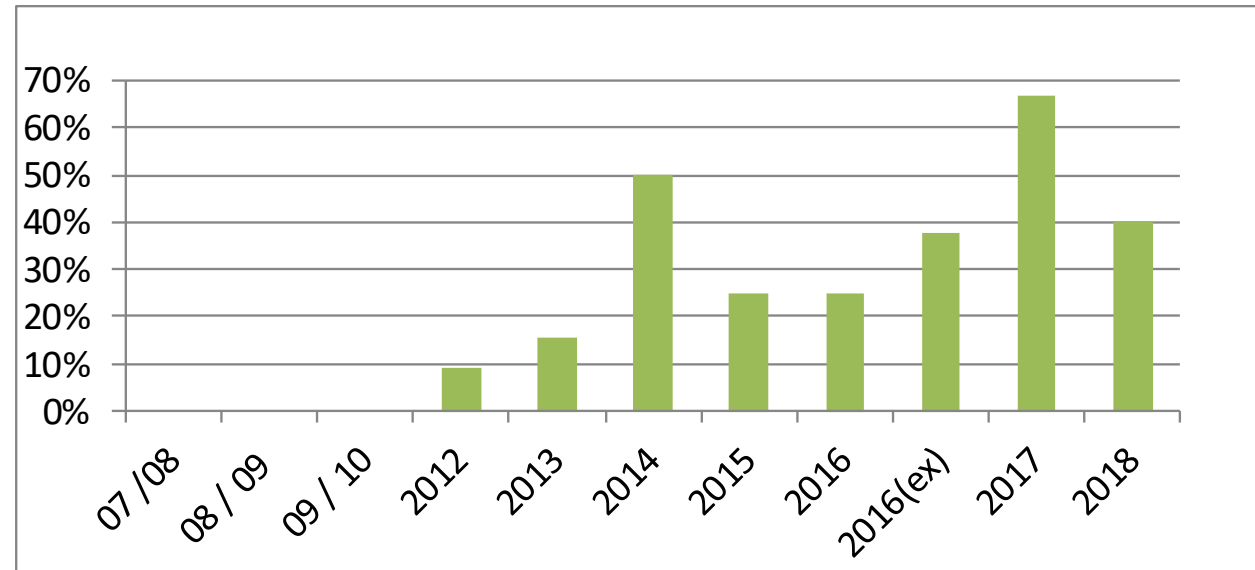
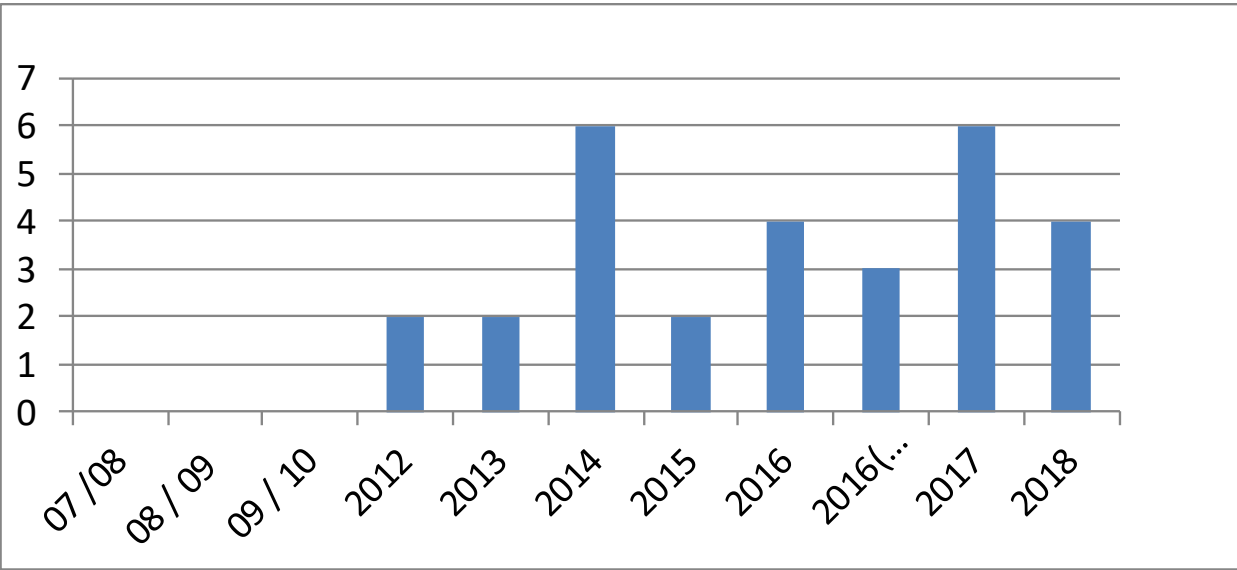


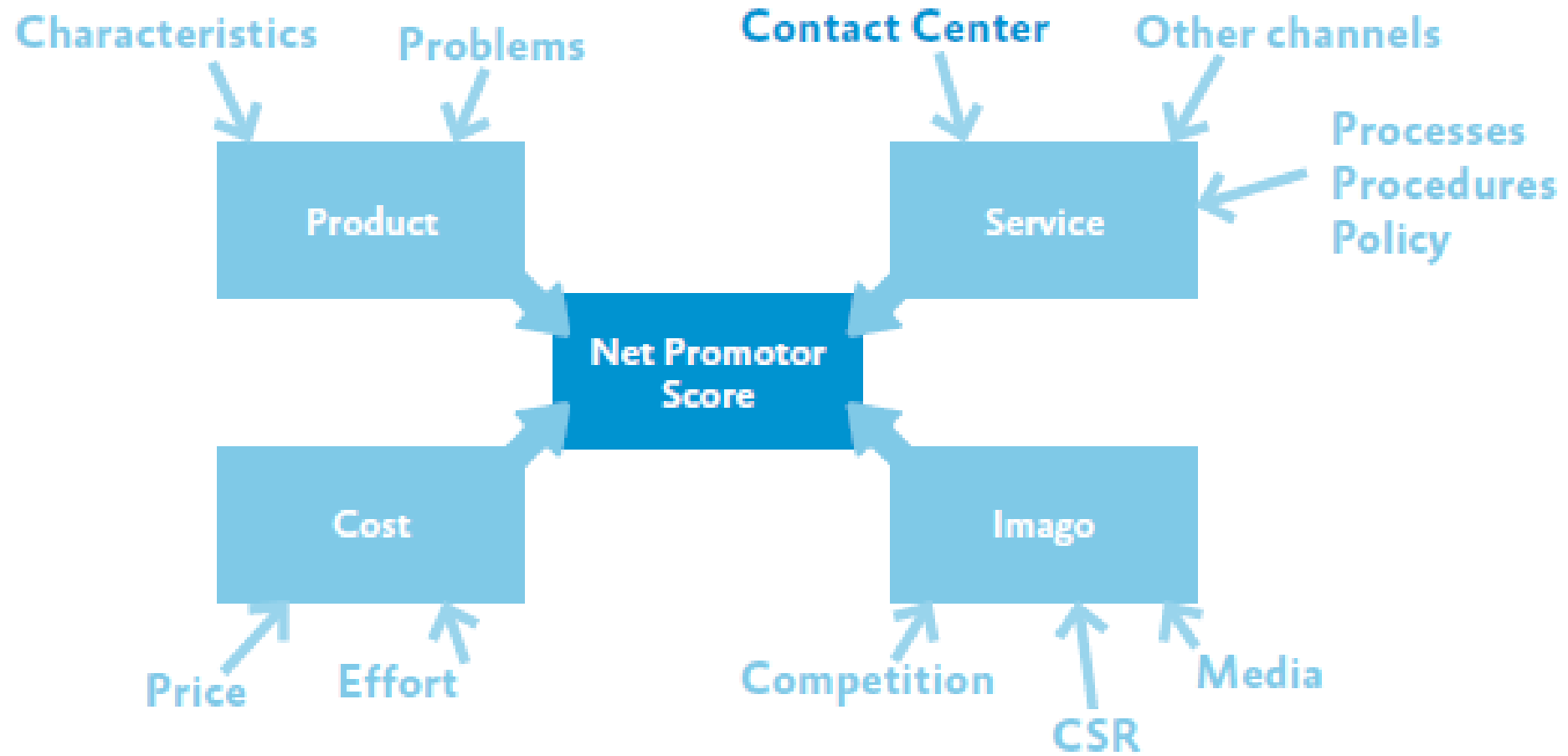
NPS



- **Revenu**
- **Loyalty**

All hail the Rise of NPS





Whose performance is it anyway ?



*The
ideal
world*

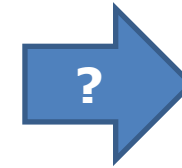
CSAT



**Contact
Center**



**Problem
Solving**

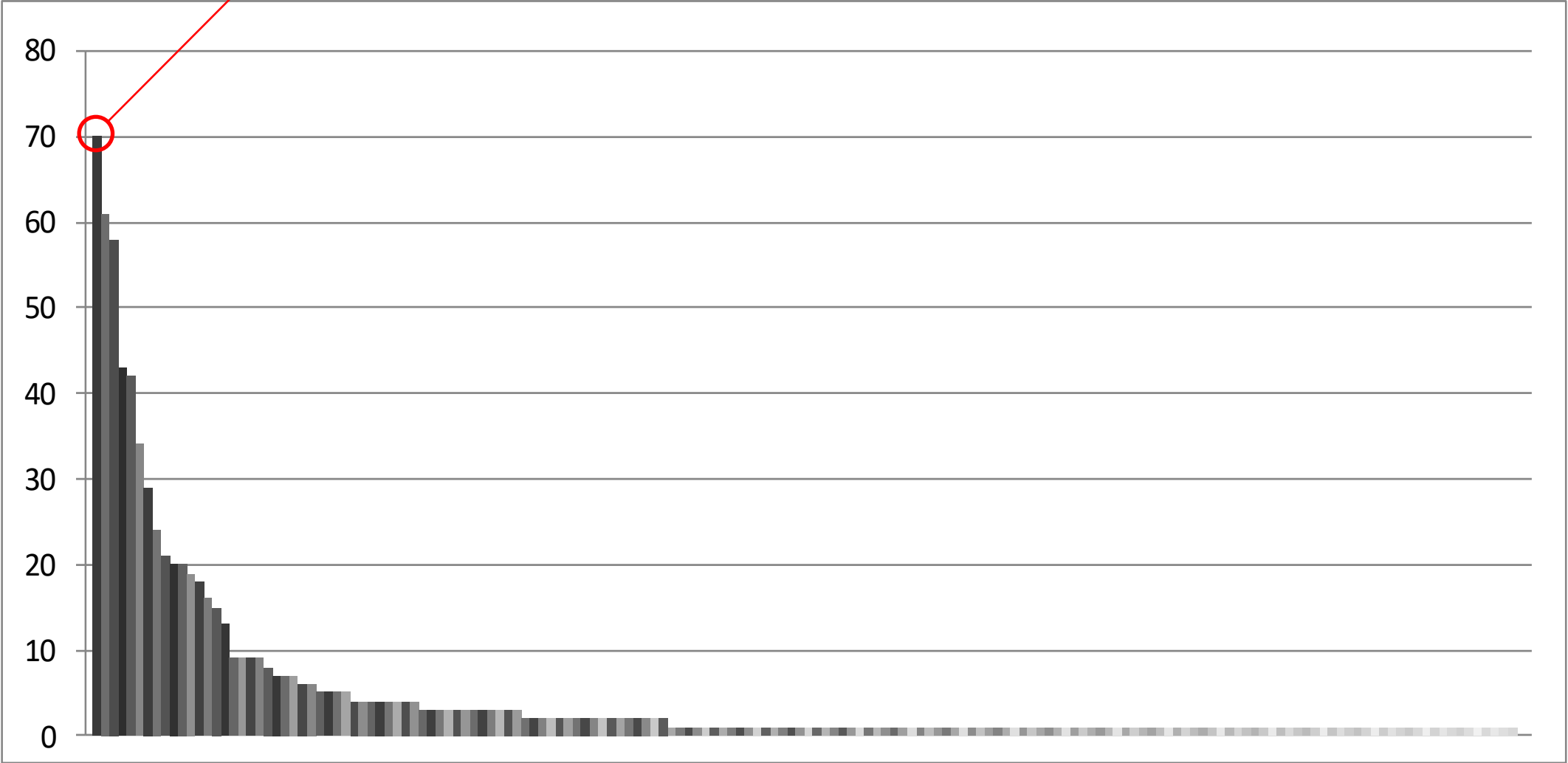


NPS



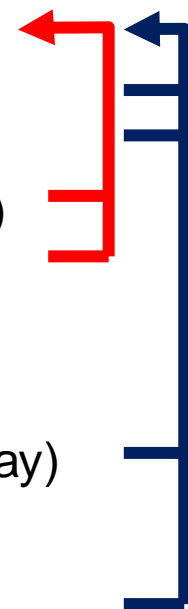
- **Revenu**
- **Loyalty**

**Only indicator mentioned
by more than half of
participants**

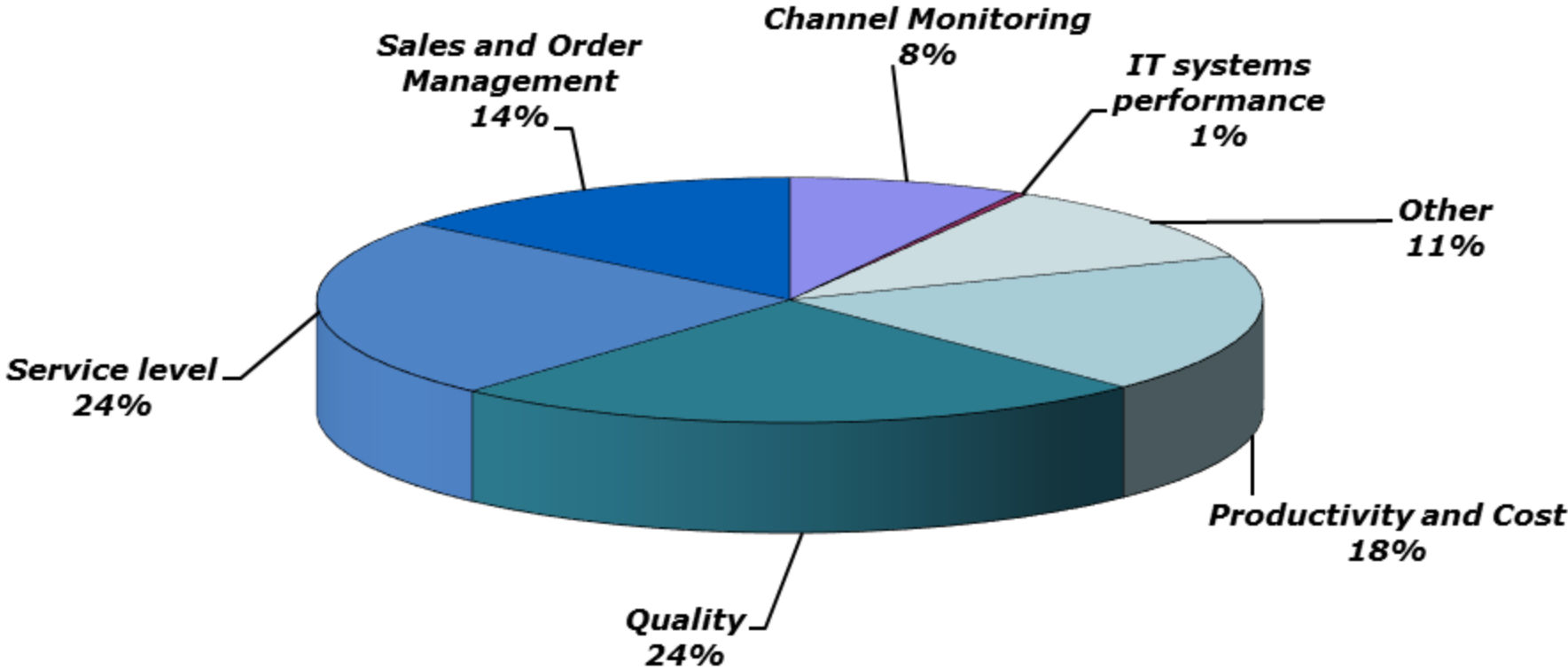


The top 10 of all times

Indicator	Relative frequency
Customer Satisfaction (via survey)	50,7%
Service level calls (% calls answered within x seconds)	44,2%
Accessibility/abandon rate (% calls answered/not answered)	42,0%
First Call Resolution (First Time Right, measured through transfer/repeat contacts)	31,2%
Quality Monitoring Score (calls)	30,4%
Gross conversion (sales on calls)	24,6%
Net Promotor Score	21,0%
Service level non-call transactions (% non-call contacts answered within given delay)	17,4%
Inbound call volume	15,2%
Average Waiting Time calls/Average Speed of Answer	14,5%
Employee Satisfaction	14,5%



ECCM Participants :
Average distribution of metrics
(% of dashboard dedicated to metric)

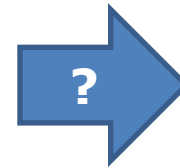
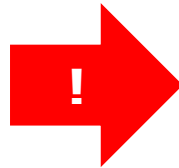


CSAT

**Contact
Center**

**Problem
Solving**

NPS



ESAT



- **Performance**
- **Loyalty**



- **Revenue**
- **Loyalty**

evidence

There still is none ... sorry

“

YOU
KNOW
THE
TRUTH,
BY THE
WAY IT
FEELS.

”

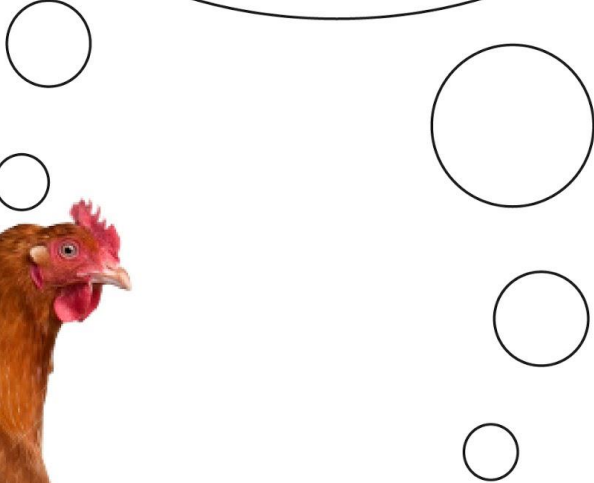


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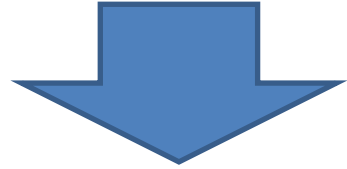


...it was me, right?

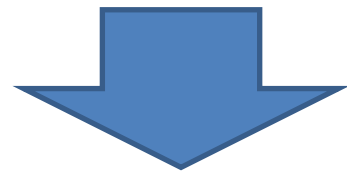




**Ability
to help**



- **Remove stress**
- **Pro-social**



ESAT

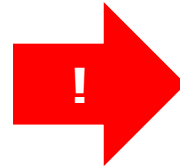


CSAT

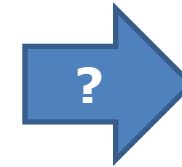


- **Performance**
- **Loyalty**

**Contact
Center**



**Problem
Solving**



NPS



- **Revenue**
- **Loyalty**

***Knowing who and
how you helped...***

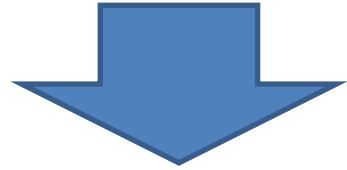


The image features a dark, star-filled background. In the center, there is a complex, glowing structure composed of numerous thin, white, curved lines that spiral inward, creating a sense of depth and movement. The lines are most concentrated in the center and become more sparse as they curve outward. At the bottom center, the text "Find the WOE" is written in a bold, white, serif font with a slight shadow effect.

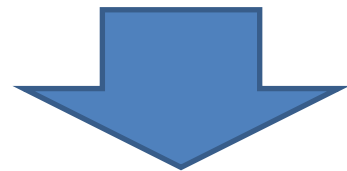
Find the WOE



Ability to help



- **Remove stress**
- **Pro-social**



ESAT



Perceived helpfulness

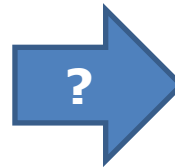


CSAT



- **Performance**
- **Loyalty**

Contact Center



Problem Solving

NPS



- **Revenue**
- **Loyalty**

Customer Satisfaction



59%

36%

-4%

-1%



Helpfulness



Clarity of
answer



Number of
calls



Transfers



bpost

Helpfulness

Clarity of
answer

Number of
calls

Transfers

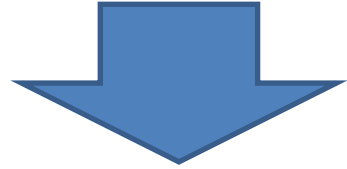
Ability to help

Perceived helpfulness

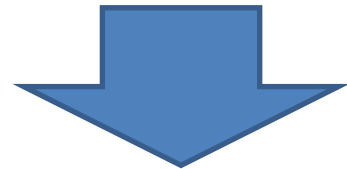
**Tools
Processes
Policy**



CES



- **Remove stress**
- **Pro-social**

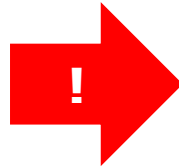


CSAT

Contact Center

Problem Solving

NPS



ESAT



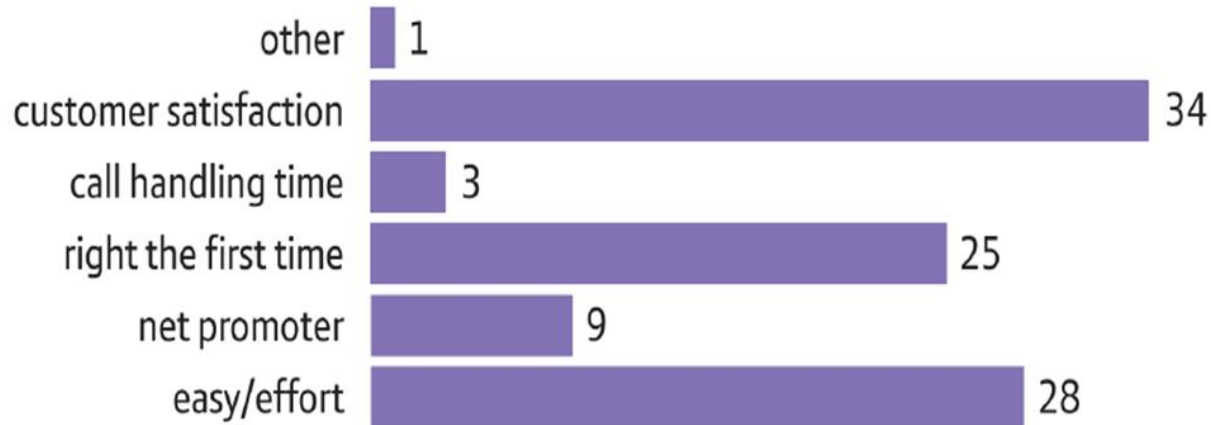
- **Performance**
- **Loyalty**



- **Revenue**
- **Loyalty**

Leading with the Customer Experience: 10 Strategies in 20 Minutes

Primary measures in 2020



Michael DeSalles



Nicola Millard



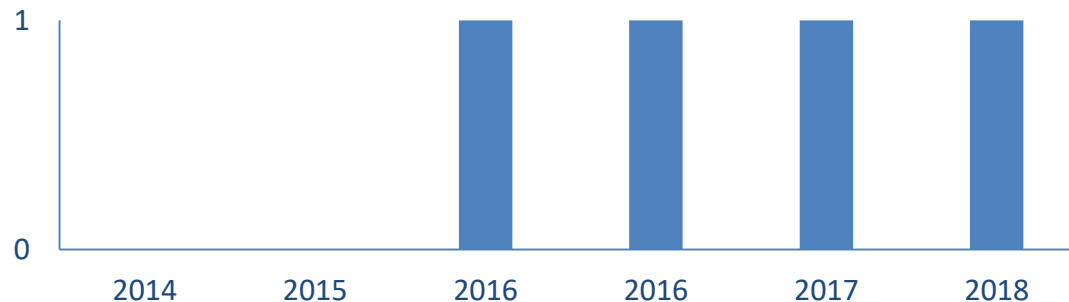
Jan Smets

A long way to go ...

Adherence/real activity vs planned	4	2,9%
Backlog non-calls	4	2,9%
Customer Effort Score (survey)	4	2,9%
Customer Satisfaction (client company)	4	2,9%
Log ratio (calls documented/registered)	4	2,9%
Net Promotor Score for contact (type)	4	2,9%
Quality Monitoring Score (mails)	4	2,9%
Service level outbound calls (% calls doen by certain deadline)	4	2,9%

Rank 30

And not spectacularly climbing ...





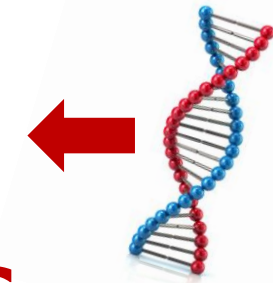
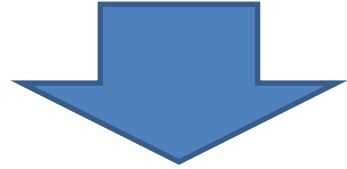
**Maybe the Devil really
gets used to burning ?**

Ability to help

Perceived helpfulness

**Tools
Processes
Policy**

**CEX
DNA**



CES

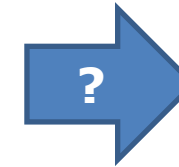
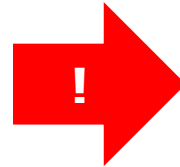
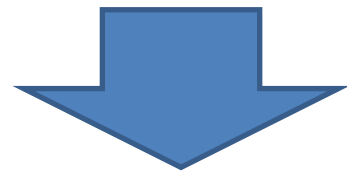
CSAT

Contact Center

Problem Solving

NPS

- **Remove stress**
- **Pro-social**



ESAT



- **Performance**
- **Loyalty**



- **Revenue**
- **Loyalty**

It's (still) about insights . . .



Ability to help
Perceived helpfulness

Tools
Processes
Policy



CES



CEX DNA



NPS

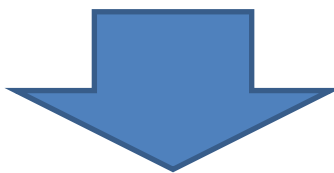


CSAT

Contact Center

Problem Solving

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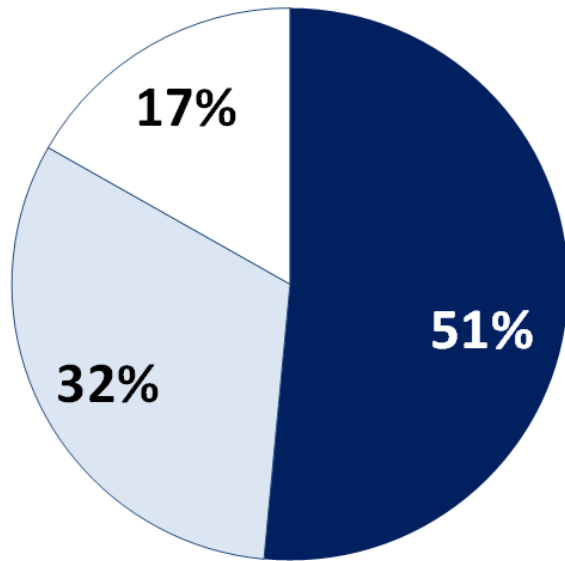
ESAT



- **Performance**
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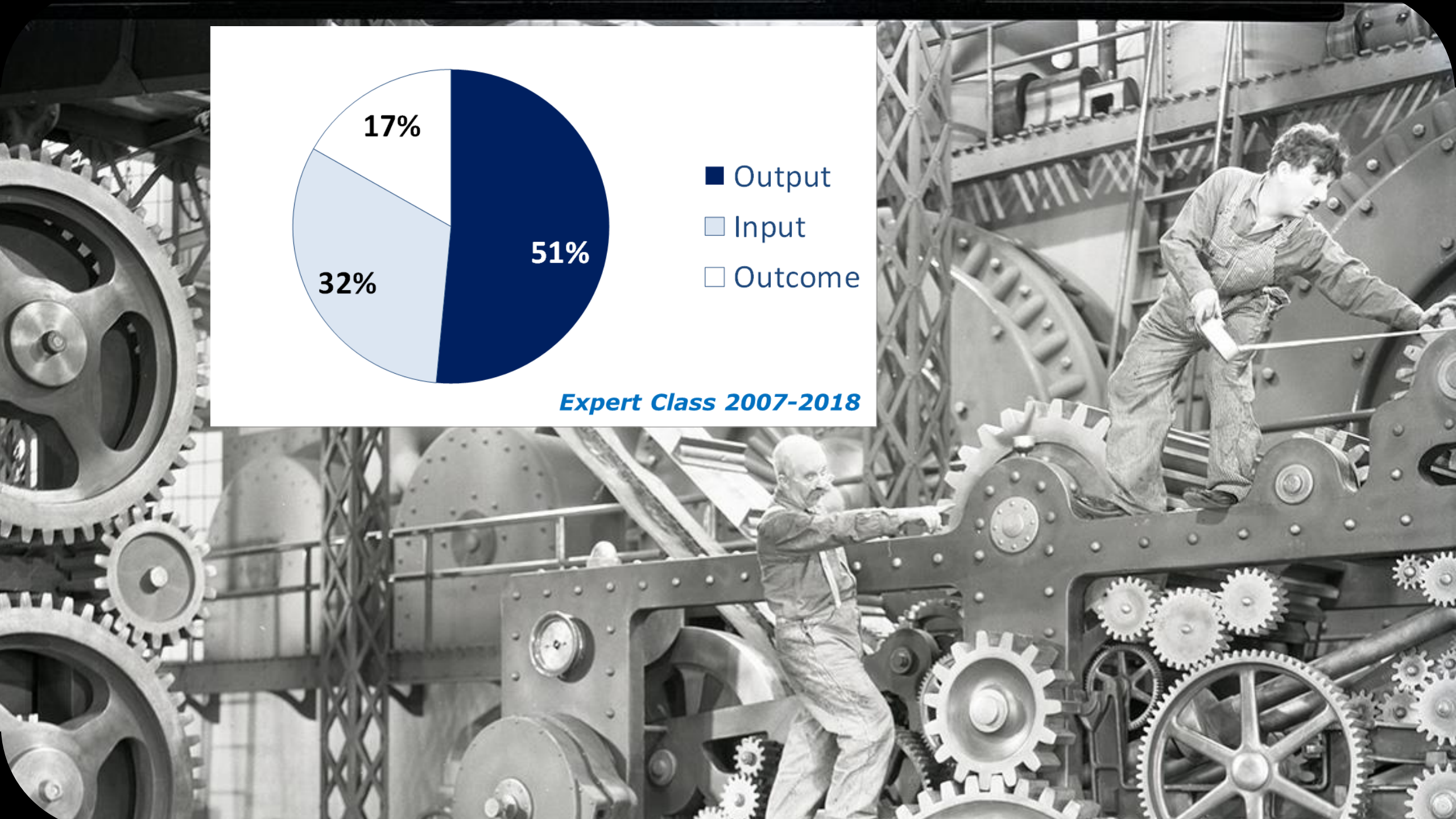
- **Revenue**
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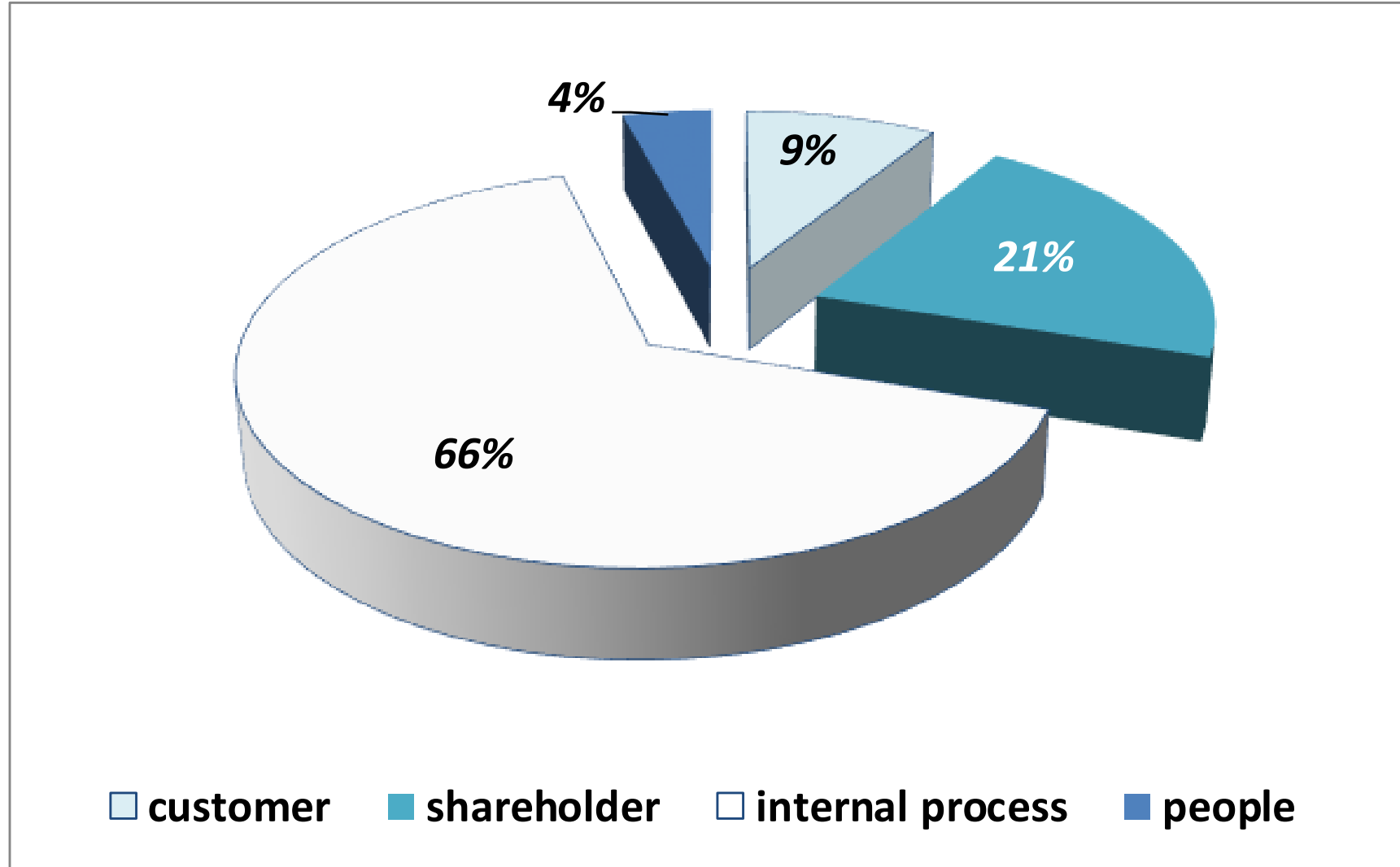


- Output
- Input
- Outcome

Expert Class 2007-2018



The unbalanced scorecard



External
(customer)

Strengthen Customer Focus

Increase Revenue

25%

26%

FOCUS

4%

46%

Internal
(org'ion)

Improve Employee Satisfaction

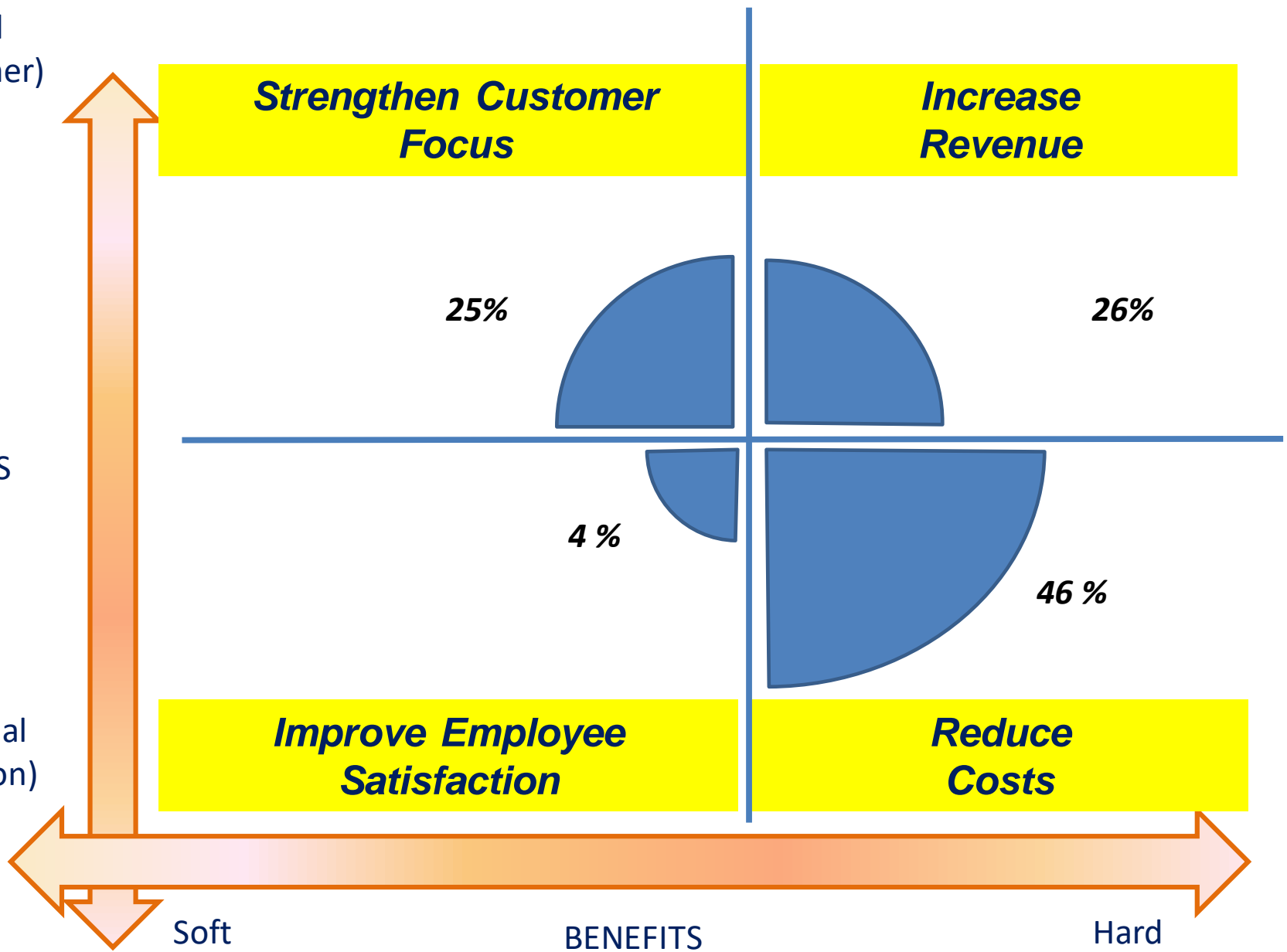
Reduce Costs

Soft

BENEFITS

Hard

**Expert Class 2007-2018
based on Donna Fluss**



SELF-FULFILLING
PROPHECY

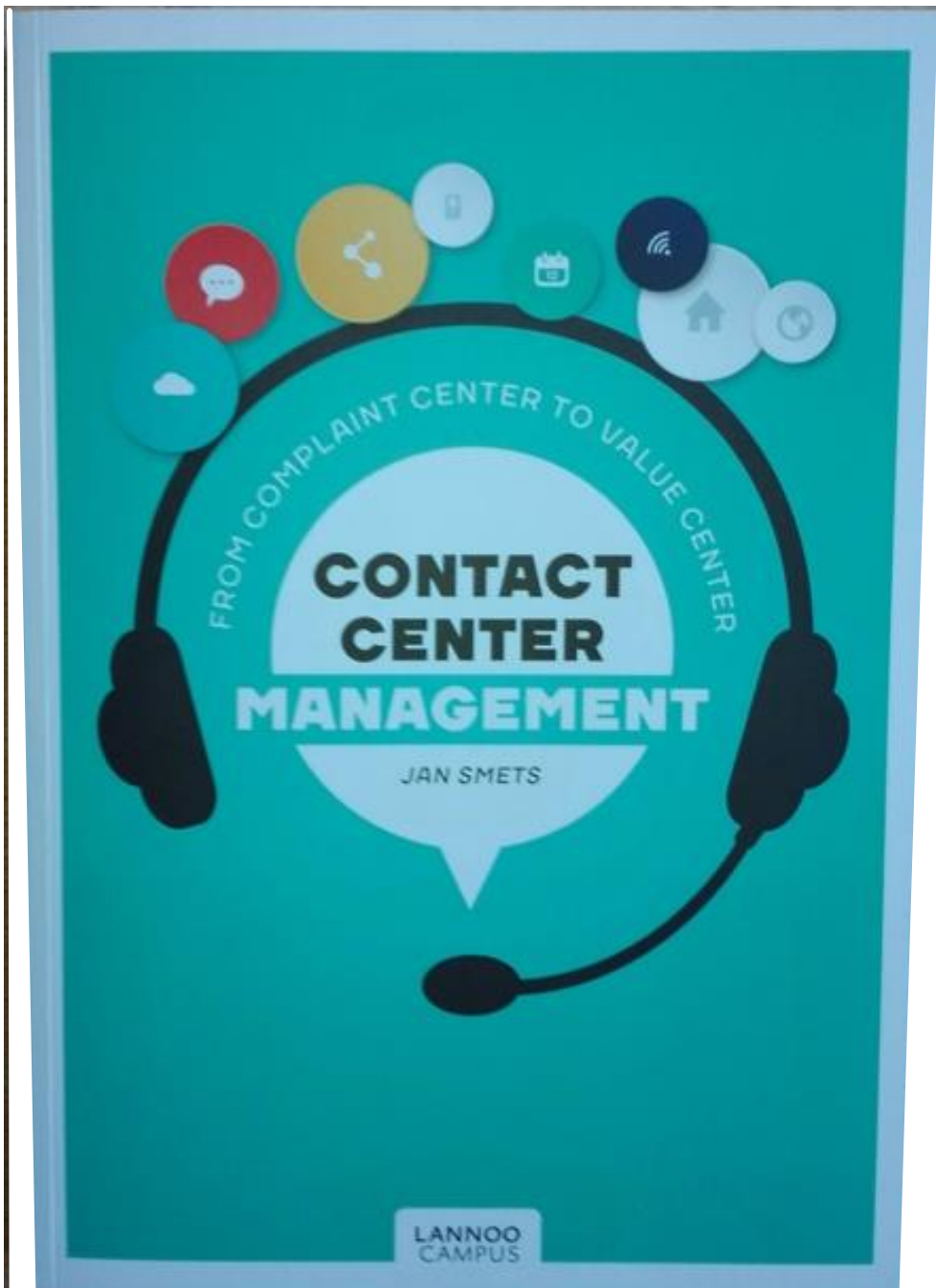


***It's so easy
to lose sight of
what really
mattered...***



**Never forget to
get your basics
right**





A good place to start



Measuring and Reporting the contact center performance

Jan Smets