

# MANAGING A CUSTOMER CONTACT CENTER

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Chapter 6

Customer Centric Strategy

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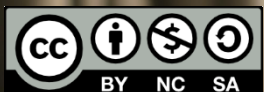
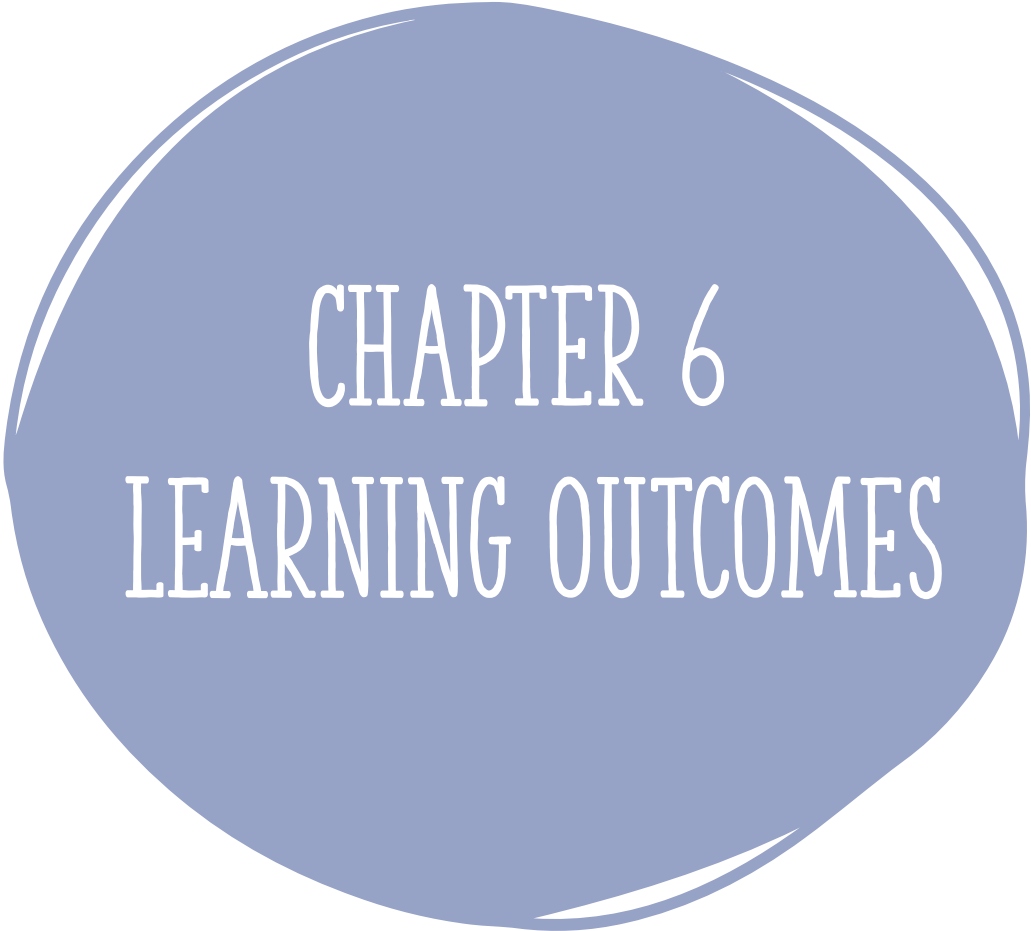


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## CHAPTER 6

# LEARNING OUTCOMES

1. Describe the role and responsibilities of the contact center manager.
2. List five challenges contact center managers face.
3. List six best practices for effective contact center management.
4. Discuss three metrics contact centers use to measure the quality of customer service.



# CONTACT CENTER MANAGER ROLE

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The contact center manager sets objectives in service quality and analyzes metrics to see if the objectives have been met.

The manager provides feedback to staff and arranges training as needed to ensure reliable, efficient support for customers.



# MANAGER ROLE: KEY RESPONSIBILITIES

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- A few key responsibilities include:
- Provides leadership and guidance to the Contact Centre team
- Reviews and analyzes department reports
- Plans staff scheduling
- Manages key customer service metrics
- Responds to escalated customer concerns
- Can you think of a few others?



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# MANAGEMENT CHALLENGES

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- Absenteeism
- Accurate reporting and analytics
- Attrition
- Bad customer experiences are magnified
- Collaborating across departments
- Employee engagement



# MANAGEMENT CHALLENGES (CONTINUED)

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- First contact resolution
- Increasing customer expectations
- Software integration
- Metrics (see next slide)
- Workforce optimization: Agent productivity and work-from-home agents





1  
We have  
A VISION

2  
Principled

? ?  
Education  
? ? ?

1  
We hate  
digital

1  
We DON'T WORK  
WITH  
Government

2  
Open  
knowledge

1  
We love  
digital

Open  
process

1  
~~Team~~  
Community

Digital  
Transformation

1  
Honesty with  
ourselves

Strong  
Design  
Skills

1  
Digital  
AS  
RESTRICTION

2  
Passion

Diversity  
of  
opinions

# MANAGER ROLE: BEST PRACTICES

1. Create an employee-friendly and customer-centric environment.
2. Set goals and create a game plan.
3. Hire the most suitable employees, provide a solid onboarding program, and continually coach and train.
4. Prioritize effective agent scheduling.
5. Use the right technology.
6. Improve your self-service strategy.

# METRICS

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- Abandoned Call Rate (ACR)
- Average Speed of Answer (ASA)
- Average Handle Time (AHT)
- Average Call Transfer Rate
- Cost Per Contact
- Customer Lifetime Value (CLV)
- Customer Satisfaction Score (CSAT)
- Customer Retention and Churn
- First Contact Resolution (FCR)
- Service Level



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# CHAPTER 6: THE END

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