Driving Customer Satisfaction through Agent Work-Life Empowerment

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Driving Customer Satisfaction through Agent Work-Life Empowerment

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Wise Workforce Strategies

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Happy Agents Lead to Happy Customers
The Impact of Agent Satisfaction

Agent vs. Customer Satisfaction

"If we can drive Agent Satisfaction (which we can), then we can drive positive improvements in Customer Satisfaction, Agent Turnover & Absenteeism." - Jeff Rumburg, Co-Founder
The Impact of Agent Satisfaction

Agent Satisfaction vs. Turnover

“If we can drive Agent Satisfaction (which we can), then we can drive positive improvements in Customer Satisfaction, Agent Turnover & Absenteeism.” - Jeff Rumburg, Co-Founder
What Drives Agent Satisfaction?

- Money
- Recognition
- Empowerment
- Benefits
- Flexibility
- Advancement
It May Depend Upon Who You Ask

2015 Workforce Generational Distribution:

- Baby Boomers: 31%
- Gen X: 21%
- Gen Y: 45%

Source: Bureau of Labor Statistics
Agent Satisfaction (Millennial Style)

Most Millennials value **WHERE** they work and **WHEN** they work as more important than opportunities for more pay or advancement.

Millennials want an employer where work output is valued more than the time put in.

58% of Millennials don’t expect to stay in their job more than 3 years.

3 out of 4 Millennials say that work-life balance is a primary driver of their career choices.

Millennials view work as a **THING** as opposed to a **PLACE**.

Source: U.S. Chamber of Commerce Millennial Generation Research
Evolution of Work at Home

Dave Holdridge
Sutherland Global Services
About Sutherland Global Services

- Established in 1986
- Global provider of technology enabled business process outsourcing services.
- Headquartered in Rochester, N.Y.
- 40,000+ professionals
- 50+ operation centers
- CloudSource (Work-At-Home) is one of Sutherland’s fastest growing segments
- www.sutherlandcloudsource.com
Work At Home (WAH) – Best Practices

- Work-At-Home Optimized Operations
- Flexible Scheduling & Change Management
- Best in Class Technology
- The Power of the Cloud
- Exceptional Remote Training
- Recruit The Best Talent

Superior Responsiveness
Superior Performance
Reduced Attrition
Work At Home (WAH) – Best Practices

Work at Home Optimized Operations
- Employee Centric Model
- Optimized Intraday Staffing Levels
- Constant Performance Feedback
- Continuous Collaboration

Superior Responsiveness
Superior Performance
Reduced Attrition

Employee Centric Model
Optimized Intraday Staffing Levels
Constant Performance Feedback
Continuous Collaboration
Work At Home (WAH) – Best Practices

Flexible Scheduling Technology
- Burstable Capacity
- Automated Intraday Scheduling
- Agent Self Scheduling Empowerment
- Mobile Enabled

Superior Responsiveness
Superior Performance
Reduced Attrition
Essential Elements of Work-At-Home:

- Automated Processes
- Flexible Scheduling
- Schedule to Burn Periods
- Agent Schedule Preference and Self Service
- Rapidly Flex Up and Flex Down
- Must Integrate with Current Systems
### Application of Essential Elements: Examples

<table>
<thead>
<tr>
<th>Function</th>
<th>Rule</th>
<th>Application</th>
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</thead>
<tbody>
<tr>
<td>Shift Trade</td>
<td>Top 25% quartile may trade</td>
<td>Compare to on desk staffing plan, whether they qualify and allow or deny trade</td>
</tr>
<tr>
<td>Service Level</td>
<td>SL &lt; 75%</td>
<td>Text blast to available agents for extra hours</td>
</tr>
<tr>
<td>Shift compliance</td>
<td>Early or Late Punch</td>
<td>Alert Team Managers and WFM Resources</td>
</tr>
<tr>
<td>Availability Notification</td>
<td>&gt; X Agents in Avail</td>
<td>Direct Agents to productive activity</td>
</tr>
<tr>
<td>Outage Notification</td>
<td>If there’s an outage</td>
<td>Contacts agents not on desk/ Provide direction to on desk agents</td>
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Automated Intraday Management - Example

Rule Activated: Auto find optimal agents available for OT or extended shift

RTC/Supervisor: Presented with agent list and/or alerted of shift change(s)

Agent: Notified via desktop, SMS, email, voicemail or other preferred media, accepts / confirms schedule change

WFM: Schedules automatically updated into Aspect

Alerts: Agent alerted to schedule change, and reminded at start time

Dashboard: Spike in contacts or Agent deficit from 11:30AM - 12:30 PM

Schedule Overtime or Extend shifts
Delivering on the Promise of Work-Life Balance through Agent Self-Scheduling Empowerment

Larry Schwartz
WorkFlex Solutions
## Agent Expectations for Self-Scheduling Empowerment

<table>
<thead>
<tr>
<th>What</th>
<th>Why</th>
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<tbody>
<tr>
<td>Anywhere/Anytime Access</td>
<td>24x7 Support Expectation</td>
</tr>
<tr>
<td>Instant Change-Request Approval</td>
<td>Eliminate Uncertainty</td>
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Agent Self-Service Satisfaction

“How Easy is it to View Your Schedule?”

Source: Aggregated Agent Surveys – Multiple Service Providers

“Many of The Mobile Generation do not know how to spell URL”
Why Agent Schedule Changes Are Like Battleship

C4? MISS

C5? MISS

C6? HIT
Why Agent Schedule Changes Are Like Battleship

Wednesday at 9:00am? NO
Thursday at 9:00am? NO
Friday at 9:00am? OK
It would be easier if your agents could see the “other side of the board” ....

Friday at 9:00 am?

APPROVED
Intelligent Agent Self-Service – Mobile App

- Anywhere/Anytime Access (Apple, Android Apps)
- Continual Screen Refreshing (Reflects Current Status)
- Instant Approval (Eliminate Uncertainty)
- Reduce Overhead and Perceptions of Manager Bias
Adding the Intelligence To Intelligent Agent Self-Service

PROJECTED UNDERSTAFFED INTERVALS BECOME OPPORTUNITIES FOR AGENTS TO ADD HOURS

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To learn more, email info@workflexsolutions.com to get your complementary copy of 

5 next-gen strategies for driving Gen-Y agent satisfaction
Driving Customer Satisfaction through Agent Work-Life Empowerment
About WorkFlex Solutions

- SaaS Company Established in 2009
- Industry Leader in Intelligent Intraday Automation Technology
- Products complement existing Workforce Management Systems
- Global Deployments span Communications, Healthcare, Financial Services, Cable/Sat and Government
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