

For over 17 years, AnswerOn has been helping companies reduce attrition. While working with call centers, we've uncovered unique insights into what happens on the call center floor managers might not be aware of.

SECRETS

FROM THE CALL CENTER

ANSWERON[®]

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"The AO Process is a more disciplined approach to agent improvement."
-Call Center Manager

The AnswerOn Solution –

A letter from our CEO, Eric Johnson

Is everyone around you, your boss, coworkers, and peers at other companies, telling you that agent attrition is “just a cost of doing business?” Are you frustrated from having to constantly start over again after hiring promising agents and going through the effort and cost to train them? Stop listening to them! They’re wrong. Soaring attrition costs do not have to be a budget item you wince at and ignore.

The AnswerOn Solution can uncover agents pain points, improve performance metrics, and help managers talk to high-risk agents about specific concerns, all at the right time to keep them from leaving. Other systems might only help in one of these areas or require a complete overhaul of your existing infrastructure; but AnswerOn has the value-added effect of improving the environment of your call center, helping your managers develop new management skills, and leading agents to feel valued and a true part of their company.

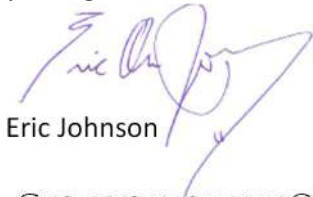
AnswerOn VFG's yield interesting data but are only one part of the solution to agent attrition. When combined with AnswerOn's advanced prescriptive analytics, clients get a full picture of what is truly going on in their call center, both from a perspective of an agent and from the story the data tells as well.

About this eBook:

AnswerOn's Virtual Focus Groups (VFGs) provided the dynamic information you'll see in this eBook. VFGs are moderated, anonymous, interactive, online sessions where agents can express their feelings and their concerns about their workplace. These moderated-discussions can give you a deeper understanding of underlying operational, cultural, administrative, and other issues in your call center not easily obtained any other way.



This eBook is a series of “Top Lists” that AnswerOn created after conducting VFGs across numerous call centers that serve variety of industries. Please reach out to AnswerOn to conduct a virtual focus group of your agents and learn more about your agents to reduce attrition.



Eric Johnson

SECRETS FROM THE CALL CENTER
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“

“AnswerOn has been great partners in our business ... Through their diligence, they were able to provide very actionable data with an incredible ROI.” – AnswerOn Client Executive

”

Shocking

Call Center Findings

**The top 5 grossest things we've
seen in a call center**

**The top 9 craziest call center
happenings**

**6 surprising things we've seen
in call centers**

THERE ARE SOME THINGS DATA JUST CAN'T TELL

For AnswerOn, data is king, except when it comes to personal or environmental issues that call center agents are facing that the data doesn't clearly show. Our VFGs are important because once the data has identified who is at a high-risk of leaving, the VFG gives the agent the chance to tell us why. As you can see on this page and the next, sometimes the answers are surprising, and pretty gross!

TOP 5 GROSSEST THINGS WE'VE SEEN IN A CALL CENTER

1
Ant-infested
coffee makers -
Still being used!



2
Rampant trash buildup
all over a call center after
trash cans were removed
from shared desks



3
A Germaphobe's nightmare!
Agents on different shifts
sharing headsets with no way of
cleaning them -
even when the other person has the flu!



4
Increased shared illness
when a strict attendance
policy forces employees
come to work sick

See #3!



5
Smell complaints ... from
the ventilation system,
coworker hygiene and the
never cleaned bathrooms.



TOP 9

CRAZIEST CALL CENTER HAPPENINGS

Office closed for a week because of town flooding



26th floor call center with a dangerous, broken elevator

Supervisors physically fighting on the floor



Agents doing drugs on their breaks

Managers screaming at or coaching agents on an active call



A heart attack, followed by a woman going into labor in the midst of calls!

Coworkers explosively quitting and destroying property in the process



Lights getting cut by construction during the night shift

The entire call center being fired over night, without notice.



6 SURPRISING THINGS WE'VE SEEN IN CALL CENTERS

Poorly designed customer surveys that lead to bad reviews

Chat systems don't work like they are meant to

Team leaders who pick favorites when helping agents on the floor/in chat

Agents not being promoted because management needs the non-English language they speak on the floor too much

Agents aren't trained for sales so when they get out on the floor, it's a surprise

Agents feel they cannot get ahead because points from training follow them to the floor

“One of the key aspects to the project's success can be attributed to the AnswerOn team's desire to fully understand our data and business processes.” – AnswerOn Client VP

What Your Agents Want

The top 8 things agents want

The top 5 things agents want training on

8 top areas agents want to improve in

THE TOP 8 THINGS AGENTS WANT

1. SCHEDULE FLEXIBILITY

- ◆ Clear shift bid days
- ◆ Ability to have 2 days off in a row
- ◆ Flexibility for emergencies
- ◆ Ability to pick-up hours

2. QUALITY TRAINING

In Initial Training:

- ◆ Solid foundation for life on the floor
- ◆ Real practice calls with systems they will use on the floor

Ongoing training for new products and new skills

3. SUPERVISOR CONSISTENCY

- ◆ Uniform answers from every supervisor
- ◆ No favorites: Same policies and procedures for each agent
- ◆ Honor the “open door” policy

4. RECOGNITION

- ◆ Praise for work well done
- ◆ Celebrations for goal achievements and record breaking

5. QUALITY FEEDBACK

- ◆ Helpful, meaningful feedback
- ◆ Specifics on how to improve KPIs
- ◆ Strategies for improving with criticism in coachings

6. POINT FORGIVENESS

- ◆ Structure for point expiration
- ◆ No favoritism when forgiving points
- ◆ Some form of point forgiveness for points earned during training (so they don't start off time on the floor with points)

7. POSITIVE WORK ENVIRONMENT

- ◆ Clean, healthy place to work
- ◆ No shouting or yelling from managers across the floor

8. OPPORTUNITY FOR PROMOTION

- ◆ Opportunities to become team leaders, trainers or site managers
- ◆ Ability to have a career, rather than a short-term job, at the call center

“We’ve been having conversations with agents who were ready to put in their two weeks, but we had the [correct] conversation and were able to save them.” – *Call Center Manager*

Training needs to be an ongoing process to keep your agents successful and your customers happy with improved customer service scores.

The Top 5 Things Agents Want Training On:



1. How to close a sale



2. Different tactics for dealing with angry/irate customers



3. How to improve on their performance metrics

4. Ongoing refreshers on policies and tools (3-4 times a year)



5. Software that is new to the center after the training period



Our end-to-end solution has a true bottom-line impact, returning an average 25.1% ROI in the first six months.

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TOP AREAS

AGENTS WANT TO IMPROVE IN

SALES	PERFORMANCE METRICS
MANAGING CUSTOMER EXPECTATIONS	EMPATHY FOR THE CUSTOMER
FIRST CALL RESOLUTION	SMALL TALK & REDUCING DEAD AIR TIME
NOT GETTING SO UPSET BY RUDE OR MEAN CUSTOMERS	PRODUCT KNOWLEDGE TO DELIVER THE BEST SERVICE

Your agents want to do better! Even high-performing agents report that there are parts of their jobs they would like to be better at doing.

Take some time to refresh your training for tenured agents and you might be surprised at what they can achieve.

The Ups and Downs

Of Call Center Life

**The top 5 things agents
like about their jobs**

**The top 11 infuriating things at your
call center**

**The top 4 positive things we've found
in call centers**

These lists throughout this eBook demonstrate the extremes of what AnswerOn has uncovered through targeted VFGs. Agents are inclined to share their honest thoughts and opinions, which typically includes pain points of working in the call center. The examples in the first section are extreme cases, but a VFG can help you uncover not only these extreme events, but also the small, everyday things that have become monumental to your at-risk agents.

AnswerOn then applies these findings and retrain the predictive analytics model to identify agents who are at risk of leaving with even higher-accuracy. This process then equips your managers with the right tools to talk with your agents about the issues that are most important to them before they leave.

THE TOP 5 THINGS AGENTS LIKE ABOUT THEIR JOBS

Helping people

Having friendly
co-workers

Learning new skills/
technology

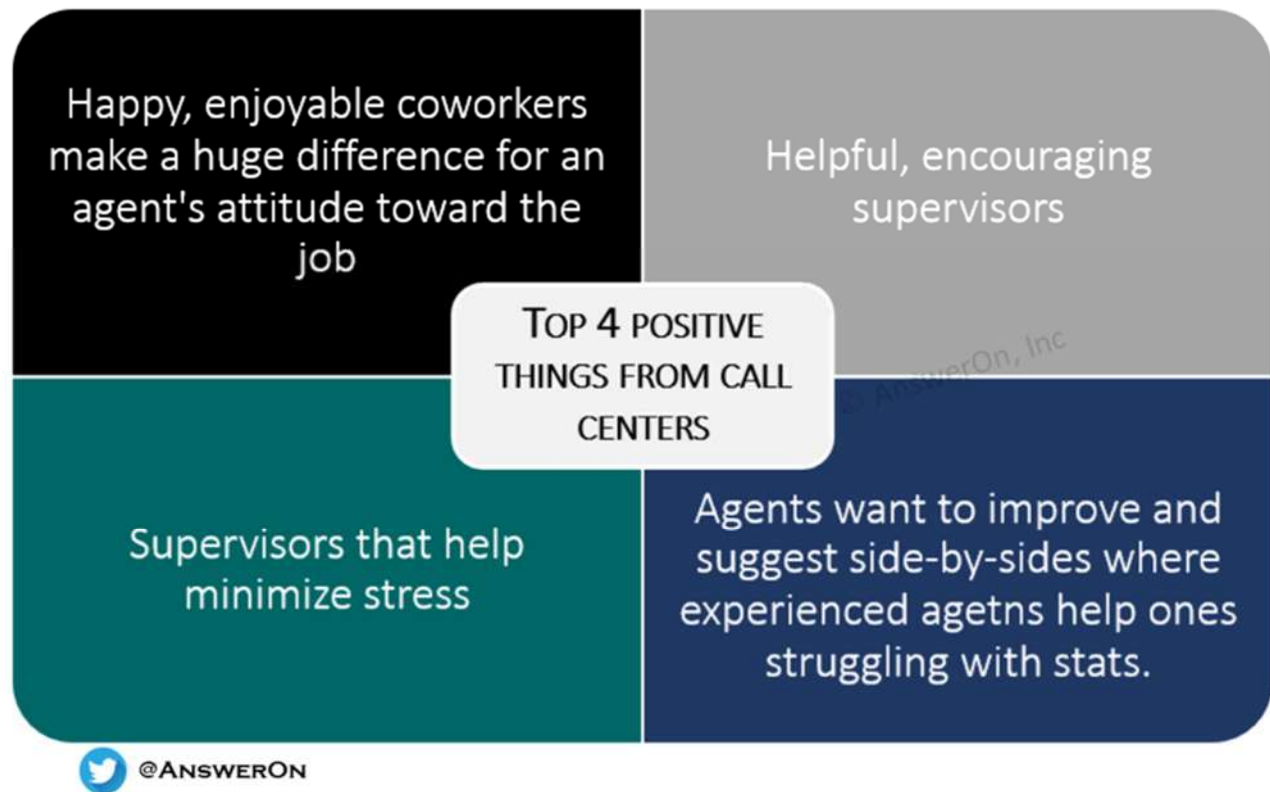
Dress-up days,
potlucks, &
holiday parties

When breaks increase from
10 to 15 minutes



"At-risk agent identification is 'spot on' and the results appear to get better over time." – AnswerOn User





Not everything AnswerOn sees agents say in a VFG is a complaint or a problem. We've heard from many agents who enjoy their jobs and like their coworkers.

What positive outcomes are happening in your call center that you aren't aware of?

Are there managers or agents that should be singled out for special recognition for making the job better for their coworkers?

An AnswerOn VFG can provide insights into who is really rising to the top in your call center.

What makes AnswerOn unique?

AnswerOn's solution stands apart from the rest of the agent attrition solutions by not only predicting which agents are going to leave and why, (through key insights from the predictive model), but by providing you and your managers with specific action steps to keep them from choosing to leave your organization. AnswerOn's prescriptions are not generic or part of a one-size fits all model – they are specific to each individual agent, actionable, and require a small, manageable time commitment from your managers.

These targeted conversations assigned by the predictive model, called Interventions, equip managers in your call centers with behavioral insights they would not normally have access to. AnswerOn provides you with a radical new way to have a pulse on the performance and health of your call center, without requiring any change in your existing infrastructure and only requiring non-confidential performance data you already have.

Here are other key differentiators:

- Prescriptive analytics – individual, tailored interventions
- Monthly ROI reports
- Model updated bi-weekly or monthly
- Cloud-based, standardized process for tracking and recording coaching, training, and performance
- Real-time monitoring of sites' interactions with agents
- Highlight the Voice of the Agent through Virtual Focus Groups (VFGs)
- Requires no change in your current infrastructure and minimal IT involvement
- Minimal impact on team leader's time

**WE WILL TELL YOU WHO IS GOING TO LEAVE,
WHY THEY ARE GOING TO LEAVE
AND WHAT YOU NEED TO DO TO SAVE THEM.™**

Follow us on Social Media:



Contact our Sales Team: [answeron.com/contact-us](https://www.answeron.com/contact-us)



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