



EMPOWERING YOUR WORKFORCE:

Balancing Hybrid Work and Employee
Experience with Data & AI

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Introduction

Workforce management in a contact centre has evolved significantly in recent times, and organisations are focusing almost equally on providing agents with better rewards, the latest technologies, and effective training mechanisms. However, despite these efforts, agents still experience high levels of stress which can lead to high turnover rates. To address this, customer experience (CX) leaders must develop dynamic and realistic work patterns that help agents manage the changing expectations of customers, while also ensuring that their teams are strong and resilient.

Here are 5 key strategies for building and retaining a highly skilled and motivated team in a contact centre.





#1 Reset the Workplace Culture

The Asia Pacific region has always been an important market for contact centres, with a large and diverse customer base. However, the high attrition levels have been a persistent challenge. This requires employee-centric policies and practices to retain talent. In addition to offering flexible work arrangements and career growth opportunities, companies are also exploring innovative approaches to reduce workload.

Instill a people-centric and “Employee First” workplace culture that includes:

- 1 Flexibility in work arrangements, including shift bidding
- 2 Career roadmaps beyond their role for agents
- 3 More human-centric KPIs
- 4 Technologies that can reduce workload
- 5 Open feedback from agents
- 6 Personalised coaching and training for employees

CONTACT CENTRE AGENTS WANT MORE FLEXIBILITY

41%

Prefer flexible working hours

25%

Prefer 4-day weeks with longer hours

19%

Prefer 5-day weeks with shorter hours

14%

Prefer traditional working hours

Source: Ecosystem, 2023



#2 Modernise Workforce Management

In the current hybrid work era, where contact centres operate with a mix of on-site and remote agents, modernising the workforce is more critical than ever. With advanced cloud-based platforms and automation tools, modern workforce management systems can help contact centres manage their employees efficiently, regardless of their location. Agents can work from anywhere while supervisors have the right tools to monitor performance and adherence. Optimised resource allocation and workflow help contact centres maintain high levels of employee engagement and operational efficiency.

When modernising the workforce, consider:

1. Finding optimum staffing levels
2. Real-time monitoring to prevent long wait times and abandoned interactions
3. Deploying Conversational AI and having live agents on standby for handoffs when needed
4. Planning for employee availability during critical times and when digital channels are insufficient
5. Forecasting scheduling errors



50% of contact centres will invest in enhancing workforce management in the next 12 months



#3 Streamline with Automation

Automation for workforce optimisation in contact centres improves the efficiency and quality of agent tasks and processes. This includes automating tasks such as scheduling and customer interactions and using AI to manage incoming calls and inquiries. The benefits of automation include cost reduction, improved efficiency, and better customer interactions – which not only improves employee experience but has a positive impact on customer experiences.

Optimise operations through automation, such as:

- Running simulations to forecast volume of voice and digital interactions to predict the number of agents required and average handle times
- Improving agent performance by identifying performance gaps and targeted upskilling and reskilling
- Bringing in agility into workforce management, allowing dynamic scaling up and down and addressing last-minute crises such as absences and sick leaves
- Ensuring that back-office employees are included in the forecasting so that agents always have the right support





#4 Prioritise Employee Well-Being

The work environment in contact centres can be extremely challenging, with employees expected to handle customer queries and resolve issues on the spot. This can take a toll on employees leading to stress and burnout. Prioritising employee well-being can improve agent engagement, motivation, and retention rates leading to increased customer satisfaction and revenue.

To achieve this:

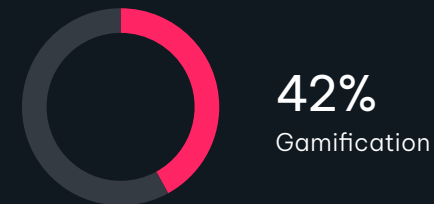
Maintain an accurate and centralised knowledge system to make it easier for agents to access the right information

Collaborate through gamification, to boost motivation, improve outcomes, and increase learning retention, engagement, and performance

Drive a human-centric coaching practice that includes virtual training in smaller teams, active listening, and understanding of agents' challenges

Ensure a quality assurance process that provides real-time feedback and enables agents to meet set service objectives

CONTACT CENTRES WILL INVEST IN HUMAN-CENTRIC TECHNOLOGIES IN THE NEXT 12 MONTHS



Source: Ecosystem, 2023



#5 Simplify Daily Operations

Providing exceptional customer service has become a crucial differentiator for organisations. However, this can be challenging for contact centres in Asia Pacific, especially as the number of channels of interaction increase. Agents have to deal with the complications of accessing data across multiple channels – and this hampers the delivery of a seamless omnichannel experience.

Simplify agent workload by:

1

Providing a single interface for agents

to handle interactions seamlessly across channels

2

Leverage AI to surface the right information,

enabling agents to personalise CX

3

Empower agents with automated suggestions

and useful information for their customer conversations

4

Design FAQs and Intelligent Virtual Assistants (IVAs)

well to reduce the monotony of handling repetitive questions – freeing agents to provide high-value service

5

Provide actionable intelligence

to drive personalised customer engagement. This will reduce average handle times and improve satisfaction ratings



About Ecosystem

Ecosystem is a Digital Research and Advisory Company with its global headquarters in Singapore. We bring together tech buyers, tech vendors and analysts onto one integrated platform to enable the best decision-making in the evolving digital economy. Ecosystem has moved away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency, and autonomy. Ecosystem's broad portfolio of advisory services is provided by a team of Analysts from a variety of backgrounds that include career analysts, CIOs and business leaders, and domain experts with decades of experience in their field. Visit ecosystem.io

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